

### February 2013

#### Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“With the baby boom set to continue in the year ahead, and the average age of parents rising, this comes as good news to the category suggesting the market will continue to grow. A growingly multicultural environment offers opportunities to bring foreign influences into product innovations.”

### January 2013

#### Beauty Retailing - UK

“As affordable quick fix beauty treatments have become more established in the UK, we’ve seen greater spontaneity from consumers, a shift in channels to market and an opening up of the mass market.”

#### Healthy Lifestyles - UK

“The majority of people agree that leading a healthy lifestyle helps them enjoy their life more. However, young people and females tend to put more focus on sex appeal, whilst older cohorts take preventative measures to stay healthy. Marketing with all these different motivations in mind would prove to be ...