

March 2019

Women's Haircare - UK

"Following a slight rise in value in 2016 and 2017, women's haircare is in decline again as discounting and special offers impact buying behaviours, whilst the desire for more natural styles and focus on hair condition continues to negatively impact the styling segment. A reduction in recorded advertising spend suggests ...

Mother and Baby BPC - UK

"In 2018 the babies' and children's personal care products, nappies and wipes market fell by 3.4% to £680 million. The trend for naturals in beauty has driven parents to look for similar gentle solutions for their babies, expecting brands and retailers to deliver them with the same quality and ...

Health Technology Trends - US

"The health tech sector is at an exciting stage, with a few products (such as apps, fitness trackers, and smartwatches) already in the mainstream while numerous other innovations are on the horizon. With the population set to continue aging over the next several years while pressures on the health insurance ...