

### March 2014

#### Children's Personal Care - US

"The CPC market is expected to grow slowly into 2018. Better engagement of dads, creating products to keep children in the category for longer, and reinvigorating the struggling haircare segment could help accelerate sales growth for this market."

#### Soap, Bath and Shower Products - US

"The soap, bath and shower category has experienced steady gains, despite being a functional and mature market. However, brands should be prepared to address the changing regulatory environment and an aging population in order to stay on a positive growth path."

#### Children's OTC - UK

"The market has been impacted by parental reluctance to treat their child without professional help as well as reduced innovation. Encouraging parents to treat their children at home, by offering better advice, as well as raising their confidence in brands by better engaging with them using social media could encourage ...

#### Marketing to the Green Consumer - US

"Enthusiasm for green products has increased since 2012, perhaps this is due to consumers' perception of green as money saving. However, consumers refuse to be inconvenienced by green. They value accessibility, affordability, and quality. Companies should not presume that loyalty will come easily as consumers seek transparency and authenticity from ...

#### The Green Consumer - UK

"Green consumer habits have become increasingly driven by the financial advantages they bring to the consumer. However, consumers have also come to expect a high level of environmental and ethical integrity from the brands they patronize, despite the fact that they are often unprepared to pay more for the benefits ...

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

"The disposable nappy and personal care segments were the worst performers in the market in 2013. Encouraging consumers to switch back to brands, and move away from savvy shopping techniques will be essential for returning the categories to growth."

### February 2014

#### Christmas Shopping Habits - UK

"It was a good Christmas and everything suggests that the strong retail trend will continue through 2014. And yet everything is built on expectations that could easily be disappointed. The income squeeze is as bad as ever and we need to see that disappear if Christmas 2014 is to be ...

#### Soap, Bath and Shower Products - UK

#### Anti-aging Skincare - US

"Lines between the anti-aging and general facial skincare categories continue to blur, hampering sales growth for both markets. Offering shoppers more targeted solutions to anti-aging skincare concerns while also providing them with more informational tools will be essential in driving future growth while also better differentiating the two markets."

#### Marketing to Millennials - US

"Companies or brands that successfully market to Millennials are ones that recognize that there is no such

## Beauty and Personal Care - International

“Lifestyle factors present long-term considerations for the soap, bath and shower market with bathing habits changing. A daily shower is becoming increasingly popular as consumers move away from time- and money-consuming bathing, despite its relaxing appeal.”

thing as a ‘Millennial’—just individuals or groups of individuals who are at a similar lifestage and have lived through similar experiences. They want to be treated for who they are, rather than be ...

January 2014

### Beauty Retailing - Spain

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

### Beauty Retailing - Italy

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

### Beauty Retailing - Germany

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

### Beauty Retailing - France

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

### Beauty Retailing - Europe

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

### Marketing to Baby Boomers - US

“Marketing to Baby Boomers is rooted in the quality of the product or service being advertised. Boomers may take notice of product messaging (though they might not want to admit they are influenced by something so prosaic as direct marketing and TV ads), but if products don’t deliver on their ...

### Black and Hispanic Moms - US

“While there are a lot of similarities between these moms, they are different in many ways. Their culture and heritage is an important part of who they are and they are looking to maintain it, especially younger moms (18-34 years old). It’s likely that they have a heightened sensitivity toward ...

### Beauty Retailing - UK

“With consumers ever keener to secure the best deals, retailers would do well to find new ways to bolster customer loyalty. Following the lead of food retailers and introducing a Price Matching scheme could be one way to encourage loyalty by deepening trust. Giving customers a feeling of control over ...

### Nail Color and Care - US

“The nail category has typically focused on appealing to young women with new products that are trend-driven and encourage experimentation in order to drive growth and generate enthusiasm. Going forward, the category

### Deodorants and Antiperspirants - US

“The APDO market is expected to grow steadily into 2018. However, the market does face some challenges that it will need to address. Companies and brands will



## Beauty and Personal Care - International

may want to better align with the needs of older and multicultural women while also introducing tools to ...

have to determine ways of achieving incremental sales, reinvigorate sales of the struggling women's APDO product segment, and address the needs of teens ...

### Deodorants and Bodysprays - UK

"This is a category where brand name prevails and own-label is held with scepticism. With long-lasting being the most important product attribute, consumers are more trusting of brands to deliver long-lasting protection. However, products not lasting as long as they claim to is the biggest product frustration, suggesting that using ...

### The Drug Store Shopper - US

"Drug stores continue to live in danger of losing core market sales to mass merchandisers and supermarkets both OTC products and pharmacy services. Maximizing their position as a local retailer, creating laser focus on customer service, and continuing to develop a closely integrated online/offline service offering should be high ...

### Lifestyles of the Over-55s and Seniors - UK

"Even though the majority of the over-55s are retired, their household wealth (eg value of property and other financial investments) continues appreciating, providing a buffer in tough economic times. This means that today's over-55s have largely weathered the downturn much better than younger generations, and the health of their finances ...