

## January 2017

### Natural and Organic Personal Care Consumer - US

"The natural and organic personal care market has grown within natural supermarket channels with many users saying they buy more of these products now than they did one year ago. To increase sales and household penetration, players should work to reduce skepticism evoked by fragmented and confusing claims, and emphasize ...

## December 2016

### Changing Face of US Healthcare - US

"Most consumers, particularly seniors, have visited a healthcare provider in the past year with the largest share of visits going to general practitioners. While healthcare costs are concerning, consumers are not very likely to discuss these costs with their healthcare provider. Some healthcare providers have an opportunity to refocus on ...

### Sexual Health - UK

"Durex is by far the dominant player in the market. Far from resting on its laurels, however, the brand consistently aims to instil in young adults the importance of safe sex, with initiatives that leverage the cultural themes and media most resonant with this group. To an extent, this is ...

### Water Filtration - US

"Despite more than half of adults owning either a water filtration system or product, and nearly one third saying they avoid drinking tap water as much as possible, sales of the water filtration market are expected to decline by 1% in 2016."

## November 2016

### Household Surface Cleaners - US

"The market for household surface cleaners is mature, with a growth rate that is being outpaced by inflation.

### Small Kitchen Appliances - US

"After years of stable gains, small kitchen appliance sales remained relatively flat due in part to the struggling beverage making appliance segment. Going forward, product innovations that focus on design and function, as well as a stabilizing beverage maker segment, may help restore category growth."

### Suncare - UK

"The suncare sector is estimated to show little change in value in 2016, despite a rise in usage of sun protection and self-tanning products. This is likely due to savvy shopping behaviours which have seen discounters rise in popularity. NPD in usage occasions has boosted usage in the self-tanning sector ...

### Sun Protection and Sunless Tanners - US

## Household and Personal Care - International

Convenience of multi-surface cleaning and antibacterial power are the leading attributes most consumers look for in surface cleaners, but secondary benefits such as scent, packaging, and natural ingredients are important among niche ...

A hotter than average summer resulted in strong 2016 sun protection and sunless tanner sales. Brands are challenged by seasonal usage, with adults typically reserving sunscreen use for warmer summer months when sun exposure is more relevant and top-of-mind. However, interest in products with added skincare benefits, natural offerings, and ...

### October 2016

#### Vitamins, Minerals and Supplements - US

"VMS (vitamins, minerals, and supplements) is a trend-driven industry hinging on the latest health fad such as today's emphasis on digestive health and supplements containing beauty benefits. While its growth has been steady, certain players are faring better than others by meeting consumers' needs for convenience and fun, in addition ...

#### Laundry Detergents - UK

"Brand loyalty is powerful in the laundry detergents category, contributing to the popularity of sales promotions and subscription services and undermining value sales. Interest in innovations that add convenience or a touch of the expert to products is strong, and could be used to invigorate interest and increase spend. The ...

#### Shaving and Hair Removal - UK

"Driven by a spike in NPD, a rise in advertising spend and changes in hair removal trends, the shaving and hair removal category returned to growth in value in 2015 following years of decline. Consumers are showing evidence of shaving more (both at a higher frequency and a greater area ...

#### Pest Control and Repellents - US

"People are spending more on pest control than ever before. Although most spending is on pest control services, product sales for outdoor repellents are also rising. Warmer weather and concerns about mosquito-borne illnesses contribute to overall category spending; however, concerns about the safety of pest control products still linger, leading ...

#### Men's Personal Care - US

The men's personal care market is expected to reach \$4.4 billion in 2016, representing growth of 15% when looking at the period from 2011-16. However, sales growth has slowed in recent years as the category stabilized and has been impacted by competition from a growing number of male-specific and ...