

June 2015

Hand and Bodycare - UK

“Body moisturiser sprays have been positioned in the market as an easy-to-use format, with focus on their quick absorption properties. With high usage of the format amongst those concerned about skin irritation, future claims opportunities could focus on reduced risk of aggravated skin from using the format. The men’s market ...

Body Care and Deodorant - US

The body care and deodorant market has experienced growth, benefiting from improved spray deodorant formats as well as strong therapeutic skincare sales. This \$5.9 billion category presents opportunities for brands to focus on beauty benefits in body care products, such as lotion that provides a shimmering effect, to reach ...

Social Media: BPC - UK

Social media has grown in recent years to be an integral part of marketing and promotional activity in the beauty and personal care markets. Brands and retailers are now harnessing the opportunities the social media space offers, in regards to engaging in two-way communication with consumers, and using word of ...

Oral Care - UK

“Whilst the essential nature of oral care products means that usage is relatively high across most demographics, there remains an opportunity for oral care brands to grow sales by targeting marketing and NPD at seniors and men, helping to make them more engaged with the market overall.”

– Jack ...

May 2015

Marketing to Teens - US

“The teen years are a unique middle ground; teen consumers are not quite children, not quite adults. A big part of being ‘not quite an adult’ is that teens rely heavily on their parents to buy things for them. This means that brands often have to gain the approval of ...

Women's Facial Skincare - UK

The women’s facial skincare market has seen sales stall in 2014, with the mass market slipping into decline. Changing consumer behaviours, including switching to discount retailers and online channels, are enabling women to save money on their purchases. Meanwhile the prestige market is also suffering as women switch to smart ...

OTC Analgesics and Cold and Flu Remedies - UK

Oral Care - US

“Sales within the oral care market remain steady, benefiting from widespread product usage. Opportunities exist in the \$7.2 billion category for brands to increase the frequency of product usage, especially through portable oral care products, and a focus on new product innovations within the floss/accessories/tools segment. Additionally ...

Facial Skincare and Anti-Aging - US

Growth in the near-\$7 billion facial skincare and anti-aging category is slow, driven by the highly competitive category landscape and continued below-average usage among men and older adults. Also, as skincare staples like facial cleansers offer more comprehensive benefits, specialty skincare segments struggle to grow. While new product development ...

Men's Facial Skincare - UK

“The high proportion of men describing their skin as neutral presents opportunities in the market for better

"In 2014/15 the UK cold/flu remedies market benefitted from the seasonal flu vaccine being less effective than usual, resulting in many lapsed users returning to the category. Cold/flu remedy brands could now use this to their advantage, using marketing and product developments to reignite interest in the ...

Consumers and the Economic Outlook: Quarterly Update - UK

"Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

April 2015

American Lifestyles 2015: The Connected Consumer – Seeking Validation from the Online Collective - US

"Americans have endless choices to make on a daily basis and even the simple act of buying staple household products can be overwhelming to those who have yet to establish a routine or build brand loyalties. In a never-ending quest to buy the 'best,' consumers are looking to others' ...

Cough, Cold, Flu and Allergy Remedies - US

"OTC manufacturers of cough, cold, flu, and allergy remedies have built-in demand: there is no shortage of cold, flu, and allergy sufferers. While providing relief is important, further investment should be made in finding more effective remedies and in promoting methods for reducing the transmission of infection. These efforts will ...

Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner, and hairstyling product market is stable, posting steady gains of 2-3% on a yearly basis since 2011, with similar growth trends expected through 2019. Current hairstyle trends and

diagnostic tools and more help for men to identify their skin's needs and products suited to them. Male-specific expertise is important, with most men choosing and purchasing their own skincare products.

Disposable Baby Products - US

"As long as birth and fertility rates remain flat, maximizing growth through 2019 may hinge on attracting consumers ready to invest more, on high-end products, which may include natural and customizable offerings. Opportunities for growth appear strongest with first time parents and Hispanics, whose attitudes reveal a level of interest ...

Women's Haircare - UK

"The women's haircare market is challenged by changing product usage, with traditional styling products falling from favour and natural botanical oils threatening leave-in conditioners and serums. Inspiring an older female audience and expanding product repertoires are essential for returning the market to a faster pace of growth."



Beauty and Personal Care - International

consumer perceptions of having healthy hair are driving sales of conditioners, shampoo alternatives, and smoothing products. Looking forward, category ...