

September 2013

Fragrances - US

"The fragrance category is highly competitive, with fine fragrances often being viewed as occasional use items. However, innovations that add functionality combined with creative retailing and packaging opportunities could lead to increased usage, helping to propel future category growth."

August 2013

Black Haircare - US

"Image is everything to Black consumers and they are keenly aware that hair plays a key role in how people view them. In the Black community, there are sensitivities revolving around hair. Today, Blacks are learning to embrace and love their hair. It is likely that natural hairstyles are here ...

Teen and Tween Beauty and Personal Care Consumer - US

"Capturing the attention of the multitasking and often distracted teen and tween audience creates challenges for marketers. Ultimately, capitalizing on teens' and tweens' proclivity for sharing information while 'influencing the influencer' will be a winning strategy for beauty and personal care brands."

July 2013

Color Cosmetics - US

"Sustaining stronger rates of growth in the color cosmetics category will rely on new product innovation as well as the utilization of technology and expanded education efforts to help women better navigate this sometimes overwhelming category."