

## September 2011

### Men's and Women's Fragrances - UK

“The men’s fragrance market lags behind women’s both in terms of product use and market size. This, in part, may be explained by the strength of the body spray category since such items are, in general, considerably less expensive than eau de toilettes and aftershaves and so keep the market’s ...

### Vitamins and Supplements - UK

“Over a half of adults do not take vitamins and supplements as they feel they get all the vitamins and minerals they need from their diet. Perhaps supplements manufacturers could expand their brands into foods such as vitamin and mineral enhanced cereal bars and yogurts in order to boost usage”.

## August 2011

### Colour Cosmetics - UK

“Make-up sales are brushing up nicely and maintaining growth despite the economic downturn. Colour cosmetics have the power to make women feel more attractive and to give them a confidence boost – significant deliverables from an often relatively inexpensive purchase. In today’s dour economic climate, it seems the ‘Lipstick Index ...

### Children's OTC and Healthcare Products - UK

“Fewer than one in five parents consults a pharmacist for health advice. The National Pharmacy Association’s annual Ask Your Pharmacist Week could place more focus on the pharmacist’s role in helping parents diagnose their children’s ailments and providing OTC solutions, so that pharmacists are viewed by parents as a first ...

## July 2011

### Sexual Health - UK

“Many years ago Katherine Hamnett’s T-shirt designs incorporated a small condom pocket – could this return as a design feature, either by way of a condom brand extending into the underwear market or as a special line designed by an underwear company such as Calvin Klein?”

### Women's Bodycare and Depilatories - UK

“Women are plagued with any number of body issues and while body care products are available on the market to treat every conceivable aesthetic problem, half of women are likely to opt for a general-purpose moisturiser. Brands that deliver measurable results could potentially turn this around. In face care, for ...

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.