

December 2012

Suntan Products - UK

“Suncare occupies a strategic position between beauty and healthcare. At one level it competes with skincare, facial and body; on another level it has a therapeutic orientation in the prevention of sun burn and skin cancer. The challenge is to harness key consumer behaviours to make staying safe in the ...

November 2012

Hair Colourants and Home Perms - UK

“Although 2012 hasn’t seen much in the way of new technology, there have been innovations in advertising, with brands using technology apps and social media to engage consumers. With an ageing population however, and older consumers less likely to colour their hair, the market may need to adopt a different ...

October 2012

Men's Toiletries - UK

“Brand loyalty is the biggest strength of the male toiletries industry and maximising on this continues to be important for the market. Innovative marketing and strong communication are the main areas that brands need to be working on, making all the difference between a dynamic sales performance and a more ...

September 2012

Men's and Women's Fragrances - UK

“Fragrances have proved more resilient than functional toiletries. Their luxury cachet, aspirational appeal and emotional connection with consumers have all ensured that fragrances remain a dressing table staple.”

Vitamins and Supplements - UK

“When it comes to health and wellness today’s information-driven consumers seek advice from a number of quarters but it is recommendation that carries the highest weight influencing purchase of vitamins and supplements amongst six in ten users. With personal recommendations, or those from experts, being the biggest driver for buying ...

Online Grocery Retailing - UK

“If our recommendations for the rollout of in-store and drive-through collection are implemented by major grocery chains, then their store estates – including c-stores and hypermarkets respectively – become indispensable for fulfilling online orders.

August 2012

Children's OTC and Healthcare Products - UK

“Adopting a more holistic approach could give a good boost to the Children's OTC market. Providing parents with skills to offer their baby relief from symptoms of minor ailments such as colic, teething, and constipation will be key to expanding the children's OTC market. Independent healthcare companies could take a ...

Women's Bodycare - UK

“Shifting demographics can put body, hand and footcare marketers in a fix. On the one hand, although known to be less frequent users, brands will need to place some attention to tending to older women.

Colour Cosmetics - UK

“The lipstick effect holds true, with women continuing to invest in their looks and treating themselves to little, affordable luxuries. Women might not have control over what happens with national economics, but they can take charge of their personal appearance.”

July 2012

Sexual Health - UK

“Overall the sexual health picture is not as positive as might have been predicted a year ago. Perhaps for greatest overall effect messages have to be delivered at the point of sale, to emphasise the importance of consistent use of condoms. To reach non-regular users, maybe brands could consider taking ...

Home Shopping - UK

“The days when home shopping was distinct from store shopping are over. It's only analysts who try to make the distinction. For everyone else it is just shopping. And shopping is changing rapidly. If there is one clear message of this report it is that home shopping and store shopping ...

June 2012

Facial Skincare - UK

“The results-oriented emphasis in facial care advertising puts the category at the risk of disappointing its consumers if claims do not deliver on their promise. Although new claims can generate interest, those that do not follow up with visible results can damage the credibility of the skincare category in general ...

OTC Painkillers and Cold and Flu Remedies - UK

“Big OTC brands in the UK are working in stressed market conditions, as cash-strapped savvy consumers buy lower-priced alternatives based on key ingredients. Brands are already making significant strides to introduce innovative products, but they face tough times ahead as the economic background continues to put pressure on household budgets ...

Men's and Women's Shaving and Hair Removal - UK

“Usage of wet razors and blades is highest among women aged 35-44 and those who buy beauty products from The Body Shop, specialist beauty retailers and department stores. There is potential for these retailers to focus more heavily on a whole body category, with products ranging from hair removal to ...

May 2012

Sanitary Protection and Feminine Supplies - UK

“The market for sanitary products is an essential item among women, and yet it has struggled to deliver on growth, because unlike other personal care items, this is a category which offers little in the way of indulgence and luxury, with consumers instead focused solely on performance.”

April 2012

Nappies and Baby Wipes - UK

“Around 31% of parents use baby wipes for general cleaning. To encourage usage of cleaning-specific wipes, brands (eg Kandoo) could be extended and positioned as ‘toy wipes’, which are ideal for cleaning babies’ and children’s plastic toys, to kill germs but be safe for babies. The wipes could also be ...

Shampoo, Conditioners and Treatment Products - UK

“It seems that adults associate well groomed, frizz-free and glossy hair with confidence. Adults who buy shampoos which protect coloured hair, smooth, repair and moisturise are more very likely to feel more confident when their hair looks good. This offers an opportunity for brands to peg their marketing messages to ...

Social Media: Beauty and Personal Care - UK

“Social networks have established themselves as integral to the consumer’s digital experience. They not only enrich the brand experience, but also help to integrate real-world brands into users’ digital lifestyles. People are turning to online discussions for product recommendations, listening to the opinions of others and increasingly forming networks based ...

March 2012

Beauty and Personal Care - UK

Department Store Retailing - UK

“As mobile devices become the key connecting point for cross-channel they will have a major impact on how companies communicate with their customers and how they foster loyalty, but they could become the perfect conduit for delivering more potent messages about the advantages of ‘click and collect’ services too”.

Soap, Bath and Shower Products - UK

“The soap, bath and shower category straddles two worlds – at once it falls into the arena of must-have consumer goods, which consumers see as integral to their everyday wellbeing, while at the same time it has an opportunity to tap into a consumer desire for escapism and fantasy. Close ...

Babies' & Children's Personal Care Products - UK

“Children’s wipes (targeted at 3-9-year-olds) are worth only 5% of the total wipes market. Parents are finding more reasons to use wipes on older children, such as on-the-go clean-ups after playtime and eating, and frequency of use is growing the fastest amongst these groups. Manufacturers could introducing a range positioned ...

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 how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

February 2012

Deodorants and Bodysprays - UK

“Deodorants may not have the feelgood factor of fragrance or the glamour of cosmetics, however, the category benefits from being a grooming staple, indispensable in both good times and bad. Indeed, some would argue that an antiperspirant is even more crucial when the going gets tough and the tough get ...

January 2012

Oral Healthcare - UK

“As consumers take extra care in keeping their teeth in tip-top condition to avoid the financial sting of dental treatments, this is helping to support oral care sales. Marketing messages which focus on ‘prevention rather than cure’, encouraging consumers to invest in their oral health to minimise the chance of ...

Beauty Retailing - UK

“Gaining a competitive edge through the wealth of customer data derived from a loyalty scheme is easier said than done. Moreover retailers must then deliver relevant and useful incentives to shoppers if they are to succeed in generating those all-important repeat purchases. Getting it right procures good value from the ...