

## June 2016

### Marketing to Generation X - US

Generation X is often overlooked, bookended by larger generational groups on either side (Baby Boomers and Millennials). However, in the middle stages of their life, Gen Xers are facing their own unique challenges. They are fighting a financial war on two fronts – paying off debt, and saving for the ...

### Oral Care - UK

“Value sales growth in the UK oral care market has been increasingly undermined by falling sales in the mouthwash segment and a decline in new product launches. This underlines the importance of product innovation to the category if it is to return to a higher growth rate in the future ...

### Deodorants and Bodycare - UK

“The deodorants category has seen a decline in value in recent years, hampered by the rise of discounters, as well as a decline in NPD and advertising spend. The bodycare sector, on the other hand, has seen strong sales performance in recent years as consumers trade up in the prestige ...

## May 2016

### Consumers and the Economic Outlook: Quarterly Update - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

### Marketing to Millennials - US

"Although this generational group spans nearly two decades, making it hard to understand what a “typical” Millennial looks like, hallmarks of this group include their support of social change, and changing family dynamics; their penchant for selective spending in which they will scrimp in some areas only to splurge on ...

### Women's Facial Skincare - UK

“The women’s facial skincare category has seen slow and steady growth in recent years, with the prestige sector driving growth in 2015; as employment rates rise, women are showing a greater willingness to spend on

### Facial Skincare and Anti-Aging - US

"The highly competitive facial skincare and anti-aging category saw sales dip in 2015, as specialty skincare segments continue to struggle and the previously fast-growing lip balm segment also saw sales decline. However, cleansers and moisturizers show positive growth, and natural products, Asian skincare inspired products, and no-rinse cleansing products are ...

### Self Diagnostics - US

"The self diagnostics market is made up of several diverse segments all aiming to give consumers insight into their health. For the two largest segments, blood pressure and blood glucose monitoring, testing is likely to be done out of necessity and can be covered by insurance, which impacts retail sales ...

### Men's Facial Skincare - UK

“Sales growth has slowed in the male facial skincare market, challenged by both recruitment issues and the impact of fashion trends. The core demographic of 16-24-year-olds is declining in number and older men

## Beauty and Personal Care - International

premium products. Whilst brands are promoting ageless beauty campaigns in 2015, focusing on NPD for ...

remain apprehensive of using facial skincare products. Male facial hair is now a mainstream trend and is ...

### Teen and Tween Beauty and Personal Care Consumer - US

Teens represent an increasingly diverse and open-minded population, and as a result are seeking more relatable spokespeople in BPC (beauty and personal care) advertising and communication. Teens are also tech-savvy and engage with BPC products and trends online while ultimately making purchases in-store, stressing the need for a seamless omnichannel ...

### Gastrointestinal Remedies - UK

"Sales of gastrointestinal remedies have surged in recent years as consumers have become increasingly aware of their diet and digestive health. However, along with a growing awareness of health issues comes a greater desire to treat illness through dietary changes rather than reaching for medications, which is a challenge for ...

## April 2016

### Cough, Cold, Flu and Allergy Remedies - US

"US sales of cough, cold, flu, and allergy remedies grew substantially in 2015 largely due to the Rx-to-OTC switch of Flonase, a nasal allergy medication. A moderately severe flu season, coupled with a relatively ineffective flu vaccine, contributed to growth in the market. Households with children are a strong opportunity ...

### Shampoo, Conditioner and Hairstyling Products - US

The shampoo, conditioner, and hairstyling market decelerated from the previous year, growing by 2.1%. The hairstyling segment has remained stagnant due to consumers' interest in more natural hairstyles. Innovation through new product forms that are addressing consumers' concerns and hair needs, the expansion of male offerings, and better delivery ...

### Women's Haircare - UK

"The women's haircare category has struggled to grow in value in recent years, as savvy shopping behaviours see women buying branded products at discount retailers. In addition, women are washing and styling their hair less frequently, which may be driven by concern over damage. Interest in shampoos with different levels ...

### Disposable Baby Products - US

"After years of flat or declining sales, the disposable baby products market is bouncing back as birth rates and consumer confidence recover and parents allocate more spend to premium products."

### OTC Analgesics and Cold and Flu Remedies - UK

"Overall, OTC analgesics and cold and flu remedies have enjoyed strong sales growth in recent years, bolstered by high levels of NPD and sustained investment in advertising, as well as a less effective flu jab in winter 2014/15. However, media headlines over the marketing of some branded analgesics could ...

## January 1970

### Oral Care - US



## Beauty and Personal Care - International

"The US oral care category has suffered from slow growth in recent years and grew only 2.2% in 2016. Near universal penetration of everyday products such as toothbrushes, toothpaste, mouthwash, and floss leave little room for increased usage. Opportunities exist in key demographics such as Hispanics, households with children ...