

December 2012

Medicated Skincare - US

“The medicated skincare market can expect to see growth in the coming years due to skin irritations being a common occurrence for many consumers. However, the market faces some challenges: most consumers only purchase products to treat a single occurrence of an irritation, there are growing concerns around the use ...

Beauty Online - US

“Interactive shopping features allow consumers to have a more personal and custom interaction with the retailer, with the hopes of replicating personal customer service previously exclusive to in-store shopping.”

November 2012

Sun Protection and Sunless Tanners - US

“As skin cancer and sun protection awareness campaigns continue to warn consumers about the dangers of UV exposure and the FDA continue to propose tightened product regulations, manufacturers will need to stay ahead of the curve in order to maintain consumer confidence in the category.”

October 2012

Men's Grooming and Toiletries - US

“While there are no easy solutions to understanding the saturation point of the men’s grooming market, understanding the functional benefits that are desired by men and communicating those benefits in advertising will likely be the best way to resonate with this consumer.”