

June 2013

Body Care - US

“While the body care category has been struggling, shifting consumer’s focus from price and promotional incentives to improved functionality and value-added benefits should help put the category on a growth track.”

May 2013

Feminine Hygiene and Sanitary Protection Products - US

“The feminine hygiene and sanitary protection products market is up against several challenges, including private label brands and other new product innovations. Brands that continue to innovate and offer line extensions, as well as build a relationship with users, will be most successful.”

Oral Care - US

“The oral care market can expect to see growth in the coming years due to consumers’ regular usage of these products along with a lack of competitive alternatives. However, this market does have some issues it will need to address. In some segments, private label offerings are slowly starting to ...

April 2013

Disposable Baby Products - US

“While disposable baby products enjoy high household penetration and purchase incidence among those households with babies and toddlers, the market has experienced stagnant sales in the past five years. Private label offerings are grabbing market share and sales; challenging economic circumstances and falling birth rates are decreasing product demand; and ...

Facial Skincare - US

“The sheer number of facial skincare products, claims, and benefits can create confusion for consumers when shopping the category, potentially deterring them from trying new products. Innovative retailing and marketing strategies to help consumers better navigate this overwhelming category may offer a fresh approach to facial skincare.”

Shampoo, Conditioners and Styling Products - US

“The haircare category is highly saturated and competitive, creating challenges for manufacturers and retailers to encourage increased consumer spending in the category. However, continued improvements in product functionality combined with the emergence of new segments such as anti-aging have the potential to drive future category growth.”