

June 2010

Color Cosmetics - US

Mascara sales have been driving growth in the color cosmetics market since 2009, as women have been gravitating toward a more intense look for the eyes. Bolder, longer and thicker lashes are the goal, while lip makeup and foundation purchases have taken a back seat. Color choices in face makeup ...

May 2010

Private Label Soap, Bath and Shower Products - US

In this report, Mintel takes a closer look at the world of private label as it relates to soap, bath, and shower products. While the poor economy and prolonged recession has spurred consumer interest in lower-priced household items, there are surprises in even the personal care category, as private label ...

Haircare: Shampoo, Conditioner and Hair Styling Products - US

Haircare sales have suffered in the last two years, not only from a weak economy, but also from a relative lack of major new product breakthroughs to rekindle interest and engagement in the category. Still, marketers continue to fight for market share through a variety of means including line extensions ...

Sanitary Protection and Feminine Supplies - US

As a foundation, products for sanitary protection and feminine hygiene need to be effective, so advances in technology play a key role in the success of a product. In the past few years, advancements in the effectiveness of tampons and pads have given manufacturers the ammunition they need to embark ...