

December 2011

Lifestyles of Baby Boomers - US

Economic concerns are the underlying theme of the lifestyle changes made by many of the nation's Baby Boomers. Since the recession officially ended in 2009, there have been few positive developments regarding the tepid state of U.S. economic growth. With retirement funds ravaged, jobs scarce, and costs for necessities ...

Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

Suncare - UK

“Poor summer weather has contributed to the 2% decline in total suncare value sales between 2009 and 2011. According to Cancer Research UK, people still need UV protection when the sky is cloudy as clouds are not a good shield against UV radiation. If consumers can be convinced that sun ...

Home Hair Color and Permanent Products - US

The U.S. home hair coloring and permanent products market received a big boost from the sagging economy, as a number of hair coloring users shifted from costly salon services to more accessibly-priced home hair coloring. Moreover, application innovations such as foam formulations, as well as spray and stick formats ...

Social Dynamics of 18-24-year-olds - US

In many ways the social dynamics of 18-24 year-olds represents the future for marketers. As brands rely more on social media and other online and mobile communication platforms to reach current and potential customers, they increasingly enter the social worlds of young adults who have come to rely on the ...

Vitamins and Minerals - US

The U.S. vitamins and minerals market experienced strong sales through food, drug, and mass channels between 2006 and 2010, before decelerating significantly in 2011, mostly because the economy continues to stagnate and consumers are looking for ways to cut household costs. However, the future appears to hold promise for ...

Teens' and Tweens' Beauty Market - US

The teen and tween beauty market has always straddled the fence between attracting new users to the category with the hope of forming life-long habits, and providing age-appropriate products. Parents continue to battle the KGOY (kids growing older younger) phenomenon, but young girls are facing intense pressure from both the ...

Oral Hygiene - Europe

European sales of oral care products have had mixed fortunes of late, with the recent economic recession making consumers increasingly price-conscious, and resulting in some lacklustre performances in the Big 5 European markets. However, growing demand for specialist and value-added products is supporting sales, as is improved consumer awareness of ...

Suncare - Europe

With the UK market an exception, European sun care sales were somewhat sluggish in 2010, although increased consumer awareness regarding the damaging effects of sun exposure is a major positive market driver. The launch of value-added products combining cosmetic and protective benefits has also been a supportive factor. France remains ...

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Hair Colourants and Styling Products - UK

“Innovation in the form of foam formats bolstered the colourants category in 2010 and underscored the importance of the new and pioneering products to buoy interest in the beauty market. To boost the somewhat flagging styling category, brands could perhaps look at adding treatment benefits – such as dandruff control ...

Marketing Health to Women - US

Overall, women demonstrate a high level of interest in health—including products like online tools to manage health, vitamins and supplements, and fresh foods. Subgroups, such as moms and Baby Boomers, have an increased health interest and are prime target demographics for health products. Over the next five years, the population ...

Dieting Trends - UK

“Despite the concerns of political commentators about David Cameron’s encroaching ‘nanny state’ politics, there is reason to believe that consumers might require more guidance with regards to healthy eating.”

Gastro-intestinal Remedies - Europe

The gastro-intestinal (GI) remedies market in the big five European countries combined, ie GB, France, Spain, Italy and Germany, was valued at €1.9 billion in 2010.

Shaving and Hair Removal - US

Estimated at nearly \$2.1 billion in 2011, the FDMx shaving and hair removal market has been moderately impacted by the economic downturn, and is expected to post an inflation-adjusted gain of 1% from 2006-11. Because the market consists of products that people will always need or want to use ...

Beauty and Personal Care - International

Marketing to the Mass Affluent - US

The effects of the economy on the mass affluent have been both psychological and behavioral. Certainly the prolonged recession and high unemployment rates have made many people pessimistic about the future of the economy, and the mass affluent are no different. The state of the economy has mass affluent investors—like ...

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 when the feelgood factor will return to the economy.

Marketing to Hispanic Parents - US

With swelling growth in both raw numbers and buying power, Hispanics have become a key focus for U.S. marketers in virtually all industries. More than 50 million Hispanics are living in the U.S. today, and by 2015 the Hispanic audience is projected to grow to close to 59 ...

Teen Lifestyles - UK

“Highly social, technically adept and with a firm belief in the value of being popular, attractive and fashionable, teenagers outwardly display many of the beliefs and insecurities that most adults still hold onto, but who have in many cases learnt to conceal, through choosing the responses that they know to ...

Sun Protection and Sunless Tanners - US

The U.S. sun protection and sunless tanner market sold through food, drug, and mass stores (not including Walmart) continues to benefit from an increasingly educated and aware consumer public that seeks to avoid damaging UVA/UVB rays that cause melanoma and skin aging. While sunscreen and suntan lotions have ...

Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

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Hair Styling Products - Europe

"While many beauty and personal care sectors have benefited from the recession, as they offer a relatively inexpensive way for women to treat themselves, hair styling products do not fall within this category and sales have struggled. Innovation in products that can repair and protect the hair from environmental damage ...

Vitamins and Supplements - Europe

The vitamins and supplements market has traditionally benefited from consumers' growing interest in self-diagnosis and self-medication of ailments and in looking after their health to prevent illness. This includes taking dietary supplements to ensure they are getting all the nutrients they need.

OTC External Analgesics - US

Category sales for OTC external analgesics have recovered to pre-recession levels, and a number of factors are in place to drive greater growth: an aging population, rising arthritis rates, trends in self-care, and more. This is a time of considerable opportunity, and this report explores the growth in this market ...

Marketing Health to Men - US

Marketing health to men is not always an easy endeavor, as men are far less likely than women to regularly visit their doctor, report illnesses or buy health products. However, as the population of men aged 55+ continues to grow over the next five years, the need for quality health ...

Marketing Health to Asians - US

Asians are the fastest growing racial minority in the U.S. and the Asian population includes a significantly higher number of high-income households than the norm. Asian Americans are a diverse group of consumers with different tastes and cultural backgrounds, depending on their country of origin or level of acculturation ...

Men's Grooming and Shaving Products - UK

"The over-45s are low volume users of male grooming products. With the ageing of the UK's population, more men need to be encouraged to maintain their grooming routines as they age and pass retirement age. Anti-ageing products that are marketed using well known personalities that older men can relate to ...

Children's Lifestyles - UK

"Being the digital natives, today's children are well versed in all aspects of technology and the internet, and despite the age restrictions, an estimated 0.97 million children aged 7-12 use Facebook on a daily basis. Friends' acceptance is an important factor driving social network adoption, but peer influence is ...

Hair Colourants - Europe

The austere economic setting had an adverse effect on European value sales of hair colours, with France, Germany and Italy all posting a decline in 2010. Spain managed only modest growth, but the UK market bucked the downward trend and posted dynamic growth of 7%. Germany remains by far the ...