

August 2011

Beauty Online - US

Mintel's first *Online Beauty* report explores and defines a young and growing e-commerce segment that, prior to this decade, was barely a blip on the internet horizon.

January 2011

Toothbrushes - Europe

Toothbrushes are the workhorses of the cosmetics market – everyday staples that consumers often view as boring necessities. This attitude has created a highly commoditised category characterised by a constant round of price cuts and multi buy offers for manual toothbrushes, and frequent special offers for their electric and disposable ...

Natural and Organic Personal Care - Europe

The European natural and organic personal care market has been one of the most dynamic areas of the beauty industry, inspiring a wealth of media coverage and, seemingly, unstoppable consumer interest. However, good intentions have not necessarily translated into sales, and the market remains niche – and a relatively small ...

Babies' and Children's Personal Care - Europe

Supported by active new product development and sustained value growth, the UK baby care market remains the largest of the 'Big 5', equalling some £375 million (or €447 million) in 2010. Recent European product innovation has generally focused on baby care for sensitive skin and botanical/herbal products, with parents ...

December 2010

Anti-ageing Skincare - Europe

Facial skincare was one of the strongest beauty categories of the last year in the 'Big 5', resisting recessionary pressures to reach a total of €6.07 billion in

Toothpaste and Mouthwash - Europe

In contrast to the stagnant toothbrush market (see Mintel's *Toothbrushes – Europe, December 2010*), toothpaste and mouthwash had a happier time in 2010. Mouthwash put on ground rapidly across Europe, while toothpaste too has its bright spots.

Vitamins and Supplements - Europe

As consumers across Europe have become increasingly aware of the benefits of a healthy diet, the demand for healthy food as well as vitamins and dietary supplements has risen over the last two decades. The emergence of a body of medical evidence linking diet to physical health has also encouraged ...

Suncare - Europe

It might have been expected that the European suncare market would be an early casualty of the economic downturn as consumers economised on holidays and thus on their suncare purchases.

Men's Fragrances - Europe

The men's fragrance market in Europe has experienced an extreme few years. Fragrance creation has been pushed into new directions. This is in part due to the

Beauty and Personal Care - International

2000 and set to hit a total of €6.2 billion by the end of 2010. It appears that while women ...

recession, which as it continues to dampen sales, has left an imprint that is continuing to prompt fragrance companies to rethink launches ...

Lip Care - Europe

The lip care category shares many characteristics of two other beauty categories – lip make-up and sun care.

Women's Fragrances - Europe

Women's fragrance has demonstrated an element of resistance to the economic downturn, particularly in the UK which continued to grow in value sales. Matters could certainly have been worse for Italy, Germany and France, although Spain has been hit hard. Usage levels, however, remain very high throughout the 'Big 5'.

Beauty Online - UK

Beauty is a small, yet rapidly developing online market. It has more than doubled in size between 2005 and 2010 to an estimated value of £420 million and experienced a hike in the number of shoppers in first quarter of 2010.

Children's Personal Care - US

The economic downturn has impacted sales in a variety of categories and children's personal care (CPC) is among them. While parents are as frugal as ever, it is also evident that there are significant opportunities for companies that focus their product development and marketing efforts on key segments of the ...

Bodycare - Europe

Bodycare has always been the poor relation in comparison to facial skincare, with only the hands on view year-round. Bodycare sales are highly seasonal and, viewed by many as an indulgence, are high on the running order of products that can be crossed off the shopping list when times get ...

High Street vs Out of Town Shopping - UK

The report considers the importance of store location in retail strategies by assessing trends in out of town, in-town, and home shopping patterns and analysing the attributes of different shopping locations that motivate and attract shoppers.

November 2010

OTC Pediatrics - US

With the exception of a sales boost in 2009 motivated by the H1N1 flu pandemic, the children's over-the-counter (OTC) remedy market has suffered over the last three years from negative publicity resulting from a steady stream of events, including multiple recalls, a plant closing, and an ongoing inquiry into the ...

Men's Fragrances - US

The U.S. men's fragrance market sold through food, drug, and mass channels excluding Walmart (FDMx) has been in steady decline since 2007, and shows no signs of reviving as long as the economy continues to stagnate. This poor climate has likely led nearly half of men surveyed by Mintel ...

Marketing to Kids - US

Kids 6-11 are a diverse group: some are still very much children, while others are on the threshold of their teenage years. Some are starting to wrestle with issues of self-esteem, while others are still content to watch their favorite television shows and play with their toys. Some want fame ...

Suncare Preparations - UK

While the UK's love affair with a tanned appearance continues, with nearly half of consumers believing that a light tan makes them look better and healthier, educational campaigns warning of the risks of sun exposure are having an effect.

Men's Grooming - Europe

The €5bn market for dedicated male grooming products has achieved a great deal in a relatively short time. The industry's greatest achievement, arguably, has been to convince younger men that they need their own C&Ts; and that it is now permissible – even stylish – to take an interest in ...

OTC Internal Analgesics - US

Growth in the OTC analgesic market has been stunted, as consumers feel the effects of both the difficult economy and a slew of product recalls in the sector. Branded products face an unprecedented challenge from private label manufacturers. Future growth prospects will depend on the ability of marketers to reignite ...

Sun Protection and Sunless Tanners - US

The sun protection and sunless tanning market has been steadily increasing since 2005 through FDMx (food, drug, and mass merchandisers not including Walmart) outlets, reaching \$701 million in 2010. A focus on “ultra” and “sport” protection, SPF protection levels of 100+, and added multiple benefits have driven this growth. It ...

October 2010

Budget Shopper - US

The official announcement that the recession came to an end in June 2009 seems out of sync with the reality of most Americans still feeling the effects of the downturn. Reflecting an enduringly recessionary mindset, a majority of consumers continue to say that they are budgeting their money more than ...