

## September 2017

### Vitamins, Minerals & Supplements - US

Sales are beginning to slow as Mintel estimates growth for the vitamins, minerals, and supplements market in 2017. Consumer struggles with trust, cost, and the shopping experience are a challenge to the category, although many still believe in the benefits of these products. To best position themselves, category players should ...

### Family Planning and Pregnancy - UK

"A declining birth rate remains the core barrier to the growth of the family planning and pregnancy category, but limited product innovation also remains a challenge. Digital advances in fertility tracking and pregnancy tests are affording consumers more information than traditional testing products as they look to conceive, which brands ...

### Pet Supplies - US

The pet supplies market reached \$11.4 billion in 2017, a 3% increase from the previous year. The pet humanization trend continues to benefit the market as pet owners are equating their pets' needs and interests to their own. This is generating interest in pet supplies and services that follow ...

## August 2017

### Pregnancy and Health - US

"The US continues to experience low birth rates. Despite this, pregnancy specific products that address the nutritional and physical needs of pregnant women continue to roll out. Pregnancy related attitudes and ailments will drive the need for functional products that can give women the peace of mind they are doing ...

### Home Laundry Products - US

### Vitamins and Supplements - UK

"The UK's health trend has underpinned much of the success in the market over the last 4 years; however, an increasing focus on exercise and healthy eating has lessened consumer reliance upon vitamins and supplements. The upsurge in popularity of elimination diets provides an opportunity, while exploring tailored supplement plans ...

### Laundry Detergents - UK

"Continued reduction in household spend on laundry detergents has strengthened an association between value and low price, which brands need to address if they are to see growth return. Promoting how developments can save money in the long term, or that expand on the theme of convenience, could encourage interest ...

### Contraceptives and Sexual Health - US

"The majority of adults who disclosed their sexual activity currently use a contraceptive product, denoting a strong base of contraceptive and sexual health users. Yet, category sales only improved incrementally from 2016-17, as the male contraceptives segment struggled. Reliance on previous product experiences and a degree of embarrassment involving the ...

### Consumers and the Economic Outlook: Quarterly Update - UK

## Household and Personal Care - International

"Home laundry products are a mature category in which price competition between leading brands continues to dampen sales growth. Innovations in format and scent are proving important drivers for category growth, as consumers are driven by scent and convenient, all-in-one formulas. Product safety and eco-friendliness remain on the periphery of ...

"The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

### July 2017

#### Air Care - UK

"Although scent is a vital part of the air care category, many people still look towards the category for pure function: removing odours. As a result, fragrance-free products may provide a future area of growth as brands try to allay concerns over ingredients, and reduce discouraging factors such as scents ...

#### Cleaning the House - US

"Housecleaning is a weekly routine with adults spending an average of nearly four hours a week cleaning. Demand for time-saving solutions makes convenient and robust cleaning products crucial. However, young adults also prioritize sensory attributes, such as scent and visual cues while cleaning. Future housecleaners are likely to pay more ...

#### Oral Care - UK

"As a hygiene essential, the category continues to experience some growth in the face of price promotions. However, a reduction in oral care routines is undermining true growth potential, with mouthwash falling from favour. A focus on reinvigorating interest in mouthwashing through new usage propositions could benefit the overall category ...

#### OTC Analgesics - UK

"A need to keep going at work is helping to keep the value of the category afloat, but it is increasingly under threat from consumers trading down to generic painkillers. Some adults are also turning to alternative methods of pain relief, potentially taking them away from buying OTC remedies, which ...

### Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...