

June 2017

Oral Care - US

"In a category with slow but steady sales growth and high penetration, factors such as brand, benefits, and costs have the greatest influence in purchase decisions. To maximize growth potential, stakeholders should leverage a need for sensitivity products, products offering a variety of benefits, and natural positioning."

- Jana Vyleta, Health ...

Beauty and Personal Care Accessories - US

"The BPC (beauty and personal care) accessories market experienced gains in 2017 (est), driven by strong consumer interest and increased availability of make-up brushes and sponges. Going forward, brands can nurture interest in make-up brushes by positioning themselves as experts and providing women with the tools they need to confidently ...

May 2017

Facial Skincare and Anti-Aging - US

"The facial skincare and anti-aging market has experienced moderate growth of 8% between 2011-16, driven by gains in the facial cleanser and facial moisturizer segments. Going forward, incremental sales could be achieved by broadening the appeal of natural skincare offerings by touting efficacy-related benefits such as being gentler or working ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

Personal Care Consumer - US

"Despite the high market penetration of personal care products, there are opportunities for growth. While consumers are price sensitive when shopping, factors that influence consumer purchases including scent and product functionality could increase spend. To entice consumers to trade up to more expensive products, financial incentives that minimize risk, such ...

Shaving and Hair Removal - US

"The shaving and hair removal market continues to struggle due to a highly saturated landscape as well as consumers taking a value-driven mindset to shopping the category. Estimated 2016 sales of \$3.8 billion represent a 3% decrease from 2015, as consumers opt for lower-priced options and turn to retailers ...

Shampoo, Conditioner and Hairstyling Products - US

"The mature shampoo, conditioner, and hairstyling products market has posted steady growth, driven by gains in the larger shampoo and conditioner segments, allowing the market to overcome struggling sales of hairspray and hairstyling products. However, concerns over damage and preferences for simplicity have left consumers skipping daily washing, creating longer ...