

January 2017

Natural and Organic Personal Care Consumer - US

"The natural and organic personal care market has grown within natural supermarket channels with many users saying they buy more of these products now than they did one year ago. To increase sales and household penetration, players should work to reduce skepticism evoked by fragmented and confusing claims, and emphasize ...

December 2016

Prestige Beauty - UK

"The prestige beauty market fared well in 2015, driven by a positive financial sentiment driving high purchasing levels among affluent, young consumers. As prestige BPC products are purchased by both men and women because they want to treat themselves, encouraging self-indulgence will be key to driving growth going forward, with ...

Changing Face of US Healthcare - US

"Most consumers, particularly seniors, have visited a healthcare provider in the past year with the largest share of visits going to general practitioners. While healthcare costs are concerning, consumers are not very likely to discuss these costs with their healthcare provider. Some healthcare providers have an opportunity to refocus on ...

Sexual Health - UK

"Durex is by far the dominant player in the market. Far from resting on its laurels, however, the brand consistently aims to instil in young adults the importance of safe sex, with initiatives that leverage the cultural themes and media most resonant with this group. To an extent, this is ...

November 2016

Skincare Ingredient and Format Trends - US

"The skincare market is highly saturated, and brands are challenged by consumer preferences for simplicity as well as a tendency to stick with the same products each time they make a purchase, limiting product trial. Brands will focus on unique offerings to capture the attention of consumers, with Korean skincare ...

The Affluent and High Net Worth Premium Brand and Luxury Consumer - US

"Affluent and High Net Worth Individuals (HNWIs) are key consumers of luxury brands. However, these wealthy individuals are less likely to be swayed by luxury brands' marketing strategies, as they skew older, male, and retired – demographics that tend to be less engaged with consumption and fashion trends. Younger Affluent ...

Suncare - UK

"The suncare sector is estimated to show little change in value in 2016, despite a rise in usage of sun protection and self-tanning products. This is likely due to savvy shopping behaviours which have seen discounters rise in popularity. NPD in usage occasions has boosted usage in the self-tanning sector ...

Beauty and Personal Care - International

Sun Protection and Sunless Tanners - US

A hotter than average summer resulted in strong 2016 sun protection and sunless tanner sales. Brands are challenged by seasonal usage, with adults typically reserving sunscreen use for warmer summer months when sun exposure is more relevant and top-of-mind. However, interest in products with added skincare benefits, natural offerings, and ...

Beauty Devices and Appliances - UK

"The beauty devices and hair appliances sector is expected to rise in value in 2016 driven by NPD; however expense remains a barrier, particularly for beauty devices. Those interested in buying beauty devices also cited a lack of research as a reason for not buying, suggesting education opportunities. In the ...

Beauty for Teens and Tweens - UK

"The popularity of beauty vloggers has proved hugely beneficial for piquing the interest of girls from a generation which is too old for toys and too young for boys in the beauty market. However, with the focus heavily on improving appearance with make-up, there exists an issue of low self-esteem ...

October 2016

Vitamins, Minerals and Supplements - US

"VMS (vitamins, minerals, and supplements) is a trend-driven industry hinging on the latest health fad such as today's emphasis on digestive health and supplements containing beauty benefits. While its growth has been steady, certain players are faring better than others by meeting consumers' needs for convenience and fun, in addition ...

Beauty Devices - US

"Beauty device sales remain flat due to a struggling hair appliance segment reflecting long purchase cycles, price-driven consumers, and women delaying purchases until their existing item is broken or worn out. Skincare device sales have helped to buoy the overall market, benefiting from the relative newness of the category. Increasing ...

Shaving and Hair Removal - UK

"Driven by a spike in NPD, a rise in advertising spend and changes in hair removal trends, the shaving and hair removal category returned to growth in value in 2015 following years of decline. Consumers are showing evidence of shaving more (both at a higher frequency and a greater area ...

Men's Personal Care - US

The men's personal care market is expected to reach \$4.4 billion in 2016, representing growth of 15% when looking at the period from 2011-16. However, sales growth has slowed in recent years as the category stabilized and has been impacted by competition from a growing number of male-specific and ...