

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

The Budget Shopper - US

"Several years after the recession, the economy is stronger, and people are beginning to work, to buy and to live more freely again. Unfortunately for retailers looking to make a profit, consumers' expectations for fair prices have not waned."

Complementary and Alternative Medicine - UK

"The CAM market has enjoyed relatively strong sales growth in recent years, bolstered by an ageing population seeking musculoskeletal treatments and the booming healthy living trend. Opening CAM treatment centres in business districts and shopping centres could now help to increase accessibility to the market, whilst further promotion on online ...

Natural and Organic Personal Care Consumer - US

"Natural and organic personal care brands offer a variety of options that are largely appealing, though consumers express some confusion due to the prevalence of natural claims, limited regulations, and a less than clear category definition. However, consumers are concerned about green issues, and aspire to live a healthier lifestyle ...

Small Kitchen Appliances - US

The small kitchen appliance market has seen solid growth from 2010 to 2015, driven by lifestyle motivations, such as interest in healthier living and at-home cooking, as well as product innovations. Replacement continues to be the top purchase motivator, but interest in new features, such as technology and design, offer ...

The Laundry Consumer - UK

"Washing and drying behaviour when doing the laundry can have a significant influence on usage of laundry detergents and fabric care products, with a number of elements of people's laundry routines interacting together to determine what products they buy. Key issues for consumers are performance, speed and energy efficiency, and ...

November 2015

Supermarkets - UK

"The grocery superstores are losing market share and the main focus of this report is to examine why. We think that there are underlying socio-economic changes taking place which allied to the growth of the hard discounters, Aldi and Lidl, is leading to growth in more frequent shopping trips and ...

Health and Fitness Clubs - US

"Health club revenues have increased substantially since 2010, and due to a general consumer focus on health

Household Surface Cleaners - US

"The mature household surface cleaner market has experienced only modest growth in recent years. Still, while consumers continue to take a budget-conscious approach to shopping for household surface cleaners, they place importance on housecleaning and are as interested as ever in products that allow them to clean more quickly and ...

Floor Cleaning and Care - UK

"Continuing innovation combined with a willingness among consumers to pay more for added features or buy

Household and Personal Care - International

and wellness, revenues are projected to continue in an upward trend into 2020.

This report will illustrate the qualities consumers seek from health and fitness clubs. Readers will gain a sense of what ...

Suncare - UK

"Usage of suncare protection continues to be dependent on the weather, with value falling across 2014-15 in line with lower levels of sunshine. Looking forward, suncare brands can further align themselves with the skincare category in order to position their products as an integral part of a daily skincare routine ...

Personal Care Consumer - US

A mature personal care market benefits from widespread product usage of functional items such as oral care and deodorant, while younger women drive growth of discretionary items including facial skincare. Brands can benefit by focusing on gentle products or natural sounding ingredients, which appeal to consumers amidst concerns over ingredient ...

October 2015

Vacuum Cleaners - US

"There's an opportunity to make traditional vacuums even more versatile and maneuverable. While cleaning power is as important as ever, improving the vacuuming experience may have an even greater impact on the market."

Shaving and Hair Removal - US

"Current sales in the shaving and hair removal category remain sluggish, due to the competitive landscape and value-driven nature of the category. Sales are expected to level off with minimal gains through 2020."

Pest Control and Repellents - US

secondary products in addition to their main vacuum cleaner have helped to drive strong growth in floor care sales. Cordless ranges have been a particular focus of NPD activity and have more room to ...

Water Filtration - US

From 2010-15, US retail sales of water filtration products have fallen nearly 1%, reaching an estimated \$807 million in 2015. While sales in the water filtration device segment showed modest growth from 2013-15, sales in the water filter segment dropped sharply. The availability of acceptable tap water and the convenience ...

Healthy Lifestyles - US

"Though Americans are increasingly aware of health issues, many struggle to make significant changes. Consumers are constantly looking for new and better ways to live a healthy lifestyle without making significant sacrifices or interfering with other commitments and desires."

- Lauren Bonetto, Lifestyles & Leisure Analyst

Diet Trends - US

"Consumers are somewhat skeptical about diet products, and instead of purchasing traditional diet-specific products they are turning to a well-balanced diet and products that support it."

Gluten-free Foods - US

Household and Personal Care - International

"Warmer weather trends mean higher pest activity and incidence of pest-borne diseases. While consumer concern about pest-borne disease is relatively low, increased incidence of West Nile Virus, Lyme disease, and other diseases could mean greater concern if warmer weather patterns persist. Family households are most apt to use products and ...

"While some consumers view the gluten-free diet as a fad, gluten-free food consumption continues to trend upward, fueled mostly by its general health halo, and also as a treatment for those with celiac disease or gluten sensitivity. Market competition continues to heat up as manufacturers both large and small enter ...

Men's Personal Care - US

The men's personal care market has remained relatively flat, with the biggest gains seen in the skincare segment, which is now beginning to stabilize. Looking forward, strong haircare sales will be the biggest driver in the market due to product launches among popular men's brands as well as men's increasing ...