

June 2015

Body Care and Deodorant - US

The body care and deodorant market has experienced growth, benefiting from improved spray deodorant formats as well as strong therapeutic skincare sales. This \$5.9 billion category presents opportunities for brands to focus on beauty benefits in body care products, such as lotion that provides a shimmering effect, to reach ...

May 2015

Oral Care - US

"Sales within the oral care market remain steady, benefiting from widespread product usage. Opportunities exist in the \$7.2 billion category for brands to increase the frequency of product usage, especially through portable oral care products, and a focus on new product innovations within the floss/accessories/tools segment. Additionally ...

Facial Skincare and Anti-Aging - US

Growth in the near-\$7 billion facial skincare and anti-aging category is slow, driven by the highly competitive category landscape and continued below-average usage among men and older adults. Also, as skincare staples like facial cleansers offer more comprehensive benefits, specialty skincare segments struggle to grow. While new product development ...

April 2015

Disposable Baby Products - US

"As long as birth and fertility rates remain flat, maximizing growth through 2019 may hinge on attracting consumers ready to invest more, on high-end products, which may include natural and customizable offerings. Opportunities for growth appear strongest with first time parents and Hispanics, whose attitudes reveal a level of interest ...

Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner, and hairstyling product market is stable, posting steady gains of 2-3% on a yearly basis since 2011, with similar growth trends expected through 2019. Current hairstyle trends and consumer perceptions of having healthy hair are driving sales of conditioners, shampoo alternatives, and smoothing products. Looking forward, category ...