

**March 2012**

## Household and Personal Care - International

### Disposable Baby Products - US

The U.S. market for disposable baby care products has been severely impacted by the economic downturn, suffering sales losses each year between 2006 and 2011, and forecasts into 2016 paint a similarly grim picture. Further compounding the slide is a declining birth rate in the U.S., stemming demand ...

### Soap, Bath and Shower Products - UK

“The soap, bath and shower category straddles two worlds – at once it falls into the arena of must-have consumer goods, which consumers see as integral to their everyday wellbeing, while at the same time it has an opportunity to tap into a consumer desire for escapism and fantasy. Close ...

### Bleaches and Disinfectants - UK

“With only a limited number of possible selling points for bleach, offering longer protection against germs is an important product differentiator for market-leading brand Domestos. But consumers also want bleaches to remove stains and limescale, so these aspects of the product (including added ingredients) could also be promoted more heavily ...

### Attitudes Toward Fiber and Digestive Health - US

Studies have consistently shown that most Americans do not eat the recommended daily allowance (RDA) of fiber. According to many studies, high-fiber diets can promote cardiovascular health and help one lose weight, both of which are important to millions of Americans. Indeed, it is becoming increasingly clear that fiber provides ...

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

### Children's Personal Care - US

Despite an increase in the population of kids aged 6-11, most segments of the children's personal care (CPC) market have seen declines in the last five years and are projected to see declines in the next five years. It appears that this is partly due to the down economy ...

### Pet Food - US

In spite of the recession and subsequently slow recovery, consumers continue to dote on their pets, making this category—if not quite bomb-proof—at least able to withstand the shellacking suffered by many other categories. The pet food market experienced sales of more than \$18 billion in 2011, and is projected to ...

### Residential Flooring - US

With the economy strengthening and the potential for significant pent-up demand in the home renovation market, the flooring market may at last be emerging from five years of declining sales. At this key juncture, this report offers a comprehensive evaluation of the state of the market, examining underlying drivers, segment ...

### Babies' & Children's Personal Care Products - UK

“Children's wipes (targeted at 3-9-year-olds) are worth only 5% of the total wipes market. Parents are finding more reasons to use wipes on older children, such as on-the-go clean-ups after playtime and eating, and frequency of use is growing the fastest amongst these groups. Manufacturers could introducing a range positioned ...

### Deodorants and Antiperspirants - US

The \$2.9 billion antiperspirant/deodorant market posted a 5.9% increase from 2006-11. Despite a questionable economy, penetration has changed little as consumers may have traded down, but rarely out, of this personal care essential. Indeed, the majority of respondents

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surveyed consider deodorants and antiperspirants to be a core-grooming ...

### February 2012

#### Attitudes Toward Sodium - US

It's no secret that demand for better-for-you (BFY) snacks, prepared foods and beverages is on the rise. Companies around the globe are reformulating old products and bringing new ones to market to satisfy changing consumer preferences. While low and reduced-calorie products are at the forefront of this shift, concerns about ...

#### Household Paper Products - US

The household paper products market slumped during the recession, and subsequent down economy, as consumers did without non-essentials like paper napkins, and focused on buying inexpensive store brands. However, in the last year the market has seen an uptick, which may mean consumers are slowly showing renewed interest in buying ...

#### Household Paper Products - UK

"While toilet tissue and kitchen towels have enjoyed recent increases in value sales driven by innovation and higher prices, the value of facial tissues market declined in 2011. Facial tissues compete with too many alternatives for blowing/wiping noses, so brands need to communicate more strongly the health and personal ...

#### Deodorants and Bodysprays - UK

"Deodorants may not have the feelgood factor of fragrance or the glamour of cosmetics, however, the category benefits from being a grooming staple, indispensable in both good times and bad. Indeed, some would argue that an antiperspirant is even more crucial when the going gets tough and the tough get ...

### January 2012

#### Beauty Retailing - Europe

Mintel European Retail Intelligence provides independent, expert coverage of the major retail sectors throughout Europe. Each title in this series analyses retailing trends in up to 19 European markets, including the Scandinavian nations and Eastern European countries such as the Czech Republic and Poland as well as the major Western ...

#### Cleaning the House - UK

"While the vast majority of people get satisfaction from seeing a clean and tidy home, most don't want their home to look akin to a show home. Promoting a homely rather than sterile look in advertising is therefore likely to appeal. This could include cleaning brands going beyond traditional messages ...

#### The Drug Store Shopper - US

Retail sales at drug stores grew by 3.6% in 2011, reaching \$230 billion, and are expected to increase by a further 5% in 2012. Growth is driven by the aging population, rising levels of obesity and obesity-related illnesses and conditions such as diabetes and heart disease. As these groups ...

#### Foot Care - US

Reflecting a trend that has been seen in a variety of categories, sales of foot care products declined sharply in 2009, as millions of Americans sought ways to reduce discretionary spending and increase savings for a "worst case scenario" plan. While sales fell again in 2010 and 2011, improving economic ...

#### Oral Healthcare - UK

"As consumers take extra care in keeping their teeth in tip-top condition to avoid the financial sting of dental

#### OTC Sleep Aids - US

The market for sleep aids is growing, despite the recall of a leading brand-name product and an overall

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treatments, this is helping to support oral care sales. Marketing messages which focus on 'prevention rather than cure', encouraging consumers to invest in their oral health to minimise the chance of ...

reduction in new product introductions. Growth has been propelled by natural and homeopathic products, yet the number of people who have trouble sleeping still far outweighs the number who report taking a ...

### Bed and Bath Linens - US

After experiencing sharp declines in the depths of the recession, the bed and bath linens market has begun to show signs of life. The category stabilized in 2010 and is estimated to have gained ground in 2011. While sales remain far below their pre-recession levels, and consumers remain cautious about ...

### Beauty Retailing - UK

"Gaining a competitive edge through the wealth of customer data derived from a loyalty scheme is easier said than done. Moreover retailers must then deliver relevant and useful incentives to shoppers if they are to succeed in generating those all-important repeat purchases. Getting it right procures good value from the ...

### Healthy Lifestyles - UK

The state of the economy has been at the forefront of the news so frequently that many other concerns have been overshadowed by the pressing wider concerns about macroeconomic stability and personal financial worries and issues. However, the continuingly rising rate of adult and children's obesity in the UK is ...