

June 2017

Men's Facial Skincare - UK

"The men's facial skincare category shows evidence of having reached its peak, with a plateau in value in 2016 and an estimated decline in 2017. With NPD falling, there is little to entice new users to enter the sector, whilst low usage frequency amongst existing users is further stifling the ...

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 ...

Women's Facial Skincare - UK

"No longer using wipes and moisturisers to solve every issue, women are discovering the benefits of cleansing, cleaner living, and high-quality products on their skin. A new focus on natural radiance has distracted women from other concerns such as ageing, creating a need for brands to step in and remind ...

Marketing to Millennials - US

"The Millennial generation is aged 23-40 in 2017, with many on the precipice of major life decisions. As this generation contemplates buying a home, getting married, and having children, these lifestyle changes will likely have them reconsidering their purchase habits. At this stage, Millennials provide fertile ground for marketers looking ...

May 2017

Drug Store Retailing - US

The effects of an aging population focused on health management are positive for the drug channel, which is projected to continue on its path of upward sales growth over the next five years.

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

Marketing to the iGeneration - US

Although there are no official start or end dates for a generation, Mintel uses the rise and fall of annual births to demarcate one group from the next. The iGeneration, named for the influence that technology (particularly Apple technology) and the customization of goods and services has had on this ...

Cough, Cold, Flu and Allergy Remedies - UK

"Modern lifestyles are continuing to take their toll on consumer health. A need to power through at work not only increases the demand for products that can

Beauty and Personal Care - International

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 ...

alleviate the symptoms of coughs and colds, but also helps spread those coughs and colds through the workplace, whilst climate change and exposure ...

Colour Cosmetics - UK

"The colour cosmetics category continues to show strong year-on-year growth, although this is being driven by trends rather than innovation. Indeed, NPD has shown an overall decline since 2014 whilst purchase is up, suggesting that make-up trends continue to encourage women to browse and buy in the sector. Whilst diversity ...

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 ...

Cough, Cold, Flu and Allergy Remedies - US

"US sales of OTC cough, cold, flu, and allergy remedies have had healthy growth for the past few years, yet slowed from 2015-16. A mild cold/flu season, effective flu vaccines, and more moderate success in Rx-to-OTC switches is likely to have tempered market growth. Mintel expects growth to continue ...

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 ...

Marketing to Older and Younger Millennials - UK

"While Millennials have been at the forefront of a physical health revolution in recent years, their mental health has fared less well. A growing number of studies have cited social media as the dominant factor behind the generation's self-esteem crisis; however, their ardent usage of these platforms suggests that they ...

Hand, Body and Footcare - UK

"Consumers are growing bored due to less innovation and advertising spend in hand, body and footcare. The prestige sector should copy professional treatments as the trade down from premium to mass brands accelerates, or partner with fashion and social media. Basic consumers care about skin comfort and relief. Brands can ...

Hair Colourants - UK

Shampoo, Conditioner and Hairstyling Products - US

Beauty and Personal Care - International

“The hair colourants category has fluctuated in value in recent years as temporary colour products, which are typically priced lower than permanent products, continue to boom in popularity. Consumers are also showing a more relaxed approach to colouring, with colourant users extending the longevity of their colour as well as ...

"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 ...