

## December 2014

### Beauty & Personal Care Vending - UK

“The BPC vending market is well placed to benefit from emerging key trends in the BPC markets such as customisation and digital testing. The rise of beauty apps has seen consumer awareness of new technologies increase and the BPC vending market has an opportunity to convert experimentation into purchasing.”

### Natural and Organic Toiletries - UK

“Price is a barrier in this category, with natural/organic being a lower priority when buying products. This offers opportunities for brands to present more appealing pricing strategies, such as secret discounts. With certification being a low indicator of whether a product is natural or organic, this suggests a lack ...

### Cosmetic Surgery - UK

“The UK cosmetic surgery market could benefit from further capitalising on the burgeoning population of adults that qualify as overweight or obese. Clinics could look at more widely marketing treatments designed to help people reduce their weight, as well as highlighting the benefits of excess skin removal surgeries.”

## November 2014

### Beauty and Personal Care Packaging Trends - UK

“First-and-foremost, packaging needs to be practical, however, the in-home longevity offered from the BPC (Beauty and Personal Care) category adds greater potential for companies to focus on the aesthetics of their products in order to add value; raising their profile with impressionable young Millennials in particular. Further opportunities exist in ...

### Suncare - UK

“The suncare category is largely dependent on the weather, and with a wet summer in 2014, the category is predicted to decline in value by 8%. This offers opportunities for brands to advertise in the winter or position products outside the summer season. Innovations in multi-functional products, as well as ...

## October 2014

### Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn't feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

### Men's Toiletries - UK

### Beauty Devices - UK

“Expense is the biggest barrier to purchase in this category, and despite the availability of money-back guarantees, women show interest in trial periods and special offers to avoid a hefty initial outlay. Additionally, beauty devices are seen as time-consuming and taking up space which could cause issues particularly for younger ...

“Post-recession, the male toiletries consumer remains intent on saving money on day-to-day purchases, and fashion trends continue to stunt certain markets such as shaving and hair removal. As a result the market has plateaued, however a number of opportunity areas exist for brands such as catering to a tween audience ...

## September 2014

### Vitamins and Supplements - UK

“Although the top reason for taking vitamins/supplements is generic, the rise in value sales of vitamins/supplements specifically for men and women suggests that consumers want a degree of personalisation, offering opportunities for the market. Driving further segmentation within demographic groups could be a way to encourage growth. In ...

### Men's and Women's Shaving and Hair Removal - UK

“Retail value sales in the shaving and hair removal market stagnated in 2013; however, a focus on new product innovation has seen the category return to growth. Expanding into new and niche areas such as male body hair removal, laser and IPL (Intense Pulsed Light) home devices among others presents ...

## August 2014

### Men's and Women's Fragrances - UK

“Growth in the fragrances market has begun to slow in 2014, with online pureplayers gaining traction through sampling opportunities and flexible delivery options, as well as tempting consumers away from store-based retailers with cheaper prices. However launch activity remains strong, with men's and unisex fragrances receiving an increased focus and ...

## July 2014

### Feminine Hygiene and Sanitary Protection Products - UK

“Value sales in the sanitary protection, feminine hygiene and adult incontinence market are relatively protected due to the necessity of the products included. However, there is an opportunity for brands in each segment to now seek further growth by offering new products that address many of the concerns women have ...

### Colour Cosmetics - UK

“As trends and behaviours continue to evolve in the colour cosmetics market, opportunities arise for brands to appeal to new consumers including older women, as well as inspiring a higher spend per product with technological advancements such as 3D printing and individually tailored products.”

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

### The Private Label Healthcare Consumer - UK

## Beauty and Personal Care - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

“Improving financial situations could see people go back to branded products, after using lower-priced private label products during tough economic times. Growth of private label is therefore reliant on competitive pricing and innovations, in both product and packaging.”

### E-Commerce - UK

"We think consumers are likely to become more demanding and that those retailers that innovate relentlessly - such as Amazon – are best-placed to win shoppers’ loyalty.”

- John Mercer, European Retail Analyst

## June 2014

### Analgesics - UK

“The analgesics market benefitted from the strong marketing and product innovation output in 2013, as well as a strong performance by the topical analgesics segment. However, a battle still remains as consumers increasingly seek cheaper own-label products over those produced by well-known brands, due to the value they offer.”

### Body, Hand and Footcare - UK

“Despite older people being the most likely to agree that moisturising the body is important, actual usage of body care products is low amongst the over-55s. The low usage of anti-ageing products amongst this group suggests that ageing skin has other needs which are currently under-represented in new product development ...

## May 2014

### Facial Skincare - UK

“Facial skincare brands can focus on appealing to low usage demographics and more targeted product positioning claims to maintain sales growth in the category. The consumer interest in free-from products and ethical practices can also be harnessed to address brand loyalty.”

– Charlotte Libby, Senior Beauty Analyst

### Oral Care - UK

“Although a high proportion of the population visit the dentist, there remains a large proportion who do not do so, as well as a large proportion of parents who do not take their children to the dentist, suggesting missed opportunities for product endorsements. Despite the rise in products designed for ...

## April 2014

### Haircare - UK

“While the haircare markets remain in growth, the pace has slowed in 2013 as consumers turn to savvier shopping methods to secure the cheapest prices, and

### Cough, Cold, Flu and Allergy Remedies - UK

“In 2013, the cold/flu and allergy relief remedies market benefited from increases in product launch activity and marketing activity. Going forward, brands could look to

scientific as well as technological advancements cause a cannibalisation of product needs.”

more specifically target the key young adult demographic, who are the most likely to suffer from cold/flu and allergy-based ailments, as well as ...

### March 2014

#### Children's OTC - UK

“The market has been impacted by parental reluctance to treat their child without professional help as well as reduced innovation. Encouraging parents to treat their children at home, by offering better advice, as well as raising their confidence in brands by better engaging with them using social media could encourage ...

#### Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“The disposable nappy and personal care segments were the worst performers in the market in 2013. Encouraging consumers to switch back to brands, and move away from savvy shopping techniques will be essential for returning the categories to growth.”

### February 2014

#### Soap, Bath and Shower Products - UK

“Lifestyle factors present long-term considerations for the soap, bath and shower market with bathing habits changing. A daily shower is becoming increasingly popular as consumers move away from time- and money consuming bathing, despite its relaxing appeal.”

### January 2014

#### Deodorants and Bodysprays - UK

“This is a category where brand name prevails and own-label is held with scepticism. With long-lasting being the most important product attribute, consumers are more trusting of brands to deliver long-lasting protection. However, products not lasting as long as they claim to is the biggest product frustration, suggesting that using ...