

January 2010

Shaving Products and Depilatories - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

December 2009

Shaving Products and Depilatories - UK

This report assesses the performance of the £523 million shaving and depilatories market since the last Mintel report was published in July 2007.

Air Fresheners - US

Like others, the market for air fresheners has seen sales reverse from the growth trend experienced prior to 2008. The economic recession has created a challenge to manufacturers as consumers cut back on spending on non-essentials including air fresheners. Opportunities for growth as the economy climbs out of the recession ...

Shaving Products and Depilatories - Germany

Thanks to a widening of the female consumer base and the emergence of new sub-segments such as body groomers, the shaving products market achieved moderate growth rates up to 2008. However, 2009 looks likely to see a reversal of fortunes as financial worries encourage consumers to turn to own-labels.

Shaving Products and Depilatories - Italy

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

Foot Care Products - US

After years of increases, foot care product sales declined sharply in 2009. Higher unemployment and lower consumer confidence are taking their toll on this category, causing more consumers to leave minor foot care problems untreated and others to switch to lower-priced private labels. The central challenge facing this category – ...

Shaving Products and Depilatories - Spain

This report covers the retail markets for:

Shaving Products and Depilatories - France

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

iPhone Generation - UK

The world of new technology is by definition a fast-moving one, and there have been many new developments, especially in mobile technology, since Mintel's report The iPod Generation – UK, April 2007.

This report looks at consumer attitudes towards new

Household and Personal Care - International

technology, and the extent to which technology is changing the ...

November 2009

Vacuum Cleaners - US

The \$2.4 billion vacuum market is a mature market that has seen inflation-adjusted sales fall from 2004-2009. While pressure from low cost imports and the shift towards hard-surface flooring have limited growth in the market, these difficulties have been compounded in 2008 by the recession. Surprisingly, however, the market ...

Budget Shopper - US

The current recession didn't so much start a trend toward budget shopping as intensify one already in place. While belt tightening has been an ongoing process in recent years, the motivations for it have shifted considerably in the past 12 months as the recession has deepened and turmoil in the ...

October 2009

Household Fresheners - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

Household Fresheners - UK

- More than four in ten adults have an air freshener on hand in the bathroom, but there is a strong preference to open the window rather than use air fresheners.
- Households with cats, dogs or caged birds are significantly more likely than average to use household fresheners or scented candles ...

Health and Fitness Clubs - UK

Soap, Bath and Shower Products - US

While the Soap, Bath and Shower segment was not as negatively affected as other segments in the personal care aisle, this market still posted lackluster growth in 2008 and 2009, in part due to a lack of innovation that would entice consumers to purchase new and different products rather than ...

Stoves, Ranges and Ovens - US

The market for stoves, ranges and ovens has seen inflation-adjusted sales fall from 2004-09, with the steepest losses posted since 2007. The collapse of the real estate market and the decline in housing starts have deeply affected the appliance market, which relies heavily on appliances installed in new homes and ...

Men's Toiletries - US

Comprised of haircare, skincare, deodorants/antiperspirants, shaving cream/gel, and grooming/shaving scissors, the men's toiletries market has grown between 2004 and 2008. Mintel analyzes both the men's and unisex toiletries market to identify challenges and opportunities for men's grooming manufacturers including:

Economizing in the Home: Professional Services - US

Household and Personal Care - International

The UK health and fitness clubs market has hit a sticky patch in the past 18 months, which has seen market growth stall as a result of the combined impact of the banking crisis and associated economic recession. Club openings have slowed to a trickle in all but a few ...

The recession beginning in December 2007 ended the longest bull-run in stocks in the history of the United States. In the wake of continued news of economic decline and hardship, consumers tightened their belts in 2008 and 2009, seeking to cut household costs, limit expenditures and maximize savings. Even if ...

September 2009

Health and Hygiene - Fear of Germs and Bacteria - UK

Swine flu has been at the centre of media coverage since May 2009. Now declared a pandemic with government advertising to educate people of ways to reduce the spread of the virus, it has very much entered the public consciousness. Qualitative research run by Mintel with Toluna shows that, although ...

Vitamins and Minerals - US

The US vitamins and minerals market is driven primarily by the graying of America and the substantial population growth of women, two groups that report high penetration for these products. Dynamic growth among the Hispanic population also holds significant potential for marketing opportunities, although this group reports much less usage ...

Ethical and Green Retailing - UK

This report focuses on consumer awareness of the issues and how their behaviour has changed in response to changing economic and environmental conditions. It identifies whether consumer action on environmental issues is increasing and assesses whether retailers need to do more on environmental and ethical issues as a consequence.

Private Label Disposable Baby Products - US

Consisting of disposable diapers, training pants, wipes, and baby cleansing and care products; Mintel takes a close look at how the private label disposable baby products market is performing against branded products and how the economy has shifted household purchases. The estimated \$7 billion disposable baby products market is analyzed ...

Cookware - US

Estimated at \$3.0 billion in 2009, the cookware, bakeware and cutlery market has seen sales fall in 2008-2009. Plummeting housing sales and falling consumer confidence have led Americans to cut back on new kitchen products, especially high-end purchases. However, economizing Americans have also been increasing at-home cooking, which counters ...

Marketing Health to Men - US

Men's health lags behind that of women, with a series of biological, social and behavioral factors working together to keep men burdened with greater disease rates and lower life expectancy. This report helps to unravel the mysteries of men's health, and explain why it is lacking and how to best ...

Black Haircare - US

Historically, black consumers have shopped at hair salons and beauty supply stores for their haircare needs. While that is still the case for a large number of shoppers, given the state of the economy, many black consumers are taking a closer look at FDMx outlets, which tend to offer better ...

Customer Loyalty and Discounting in Retailing - UK

The recession provides the ultimate test of customer loyalty to those stores where shoppers spend the bulk of their money. But are shoppers altering their spending behaviour in favour of cheaper goods and cheaper retailers, or are people simply saving money by buying differently from the retailers they always use?

Household and Personal Care - International

August 2009

Babies' and Children's Toiletries - UK

Since the market for babies' and children's toiletries products market was last examined in 2007, the market has grown in value by 8% to reach an estimated worth of £358 million in 2009. Continued growth in the UK's child population is a key driver with children's products offering a key ...

The Beauty and Personal Care Consumer - US

There are several circumstances that can shift how consumers shop for market basket staples. Food shopping tends to adjust seasonally while household paper goods are pursued in bulk to maximize savings. Beauty and personal care items are core purchases as well, but the dynamics surrounding how these choices are made ...

July 2009

Dishwasher and Dishwashing Products - US

Estimated at \$1.1 billion in 2009, the dishwashing products market has seen slow growth in FDMx sales, translating to a 10% fall from 2004-09 when inflation is taken into account.

Household Cleaning Products - Europe

This report provides a pan-European overview of the household cleaning products market in France, Germany, Italy, Spain and the UK. For more detailed information, please refer to the five individual country reports: *Household Cleaning Products, July 2009*.

Nutricosmetics - Ingestible Beauty Products - UK

The UK's nutricosmetics market is worth an estimated £191 million in 2009. This immature market has

Character Merchandising - US

The recession has had an extremely detrimental affect on the character merchandising industry, with estimated retail sales of \$8.5 billion in 2009, a 28% decline from the level observed in 2007. Given the current climate, it is especially important for character merchandisers to examine other possible streams of revenue ...

Candles - US

The US candles market has suffered substantial losses since 2006, as it faces an ongoing recession, soaring materials costs, and poor sales during recent holiday seasons. Mintel predicts that sales will continue to suffer in the current economic atmosphere, but that relief should arrive after 2010. Potential for real growth ...

Household Cleaning Products - UK

Since Mintel's last Household Cleaning report was published in July 2008, the economic downturn has deepened, with the UK officially entering recession in January 2009. Advertising budgets have been cut and heavy price promotions and extra product offers at the point of sale are being used by the big brands ...

Pet Food and Supplies - US

The pet food and supplies category continues to grow in spite of the recession thanks to a gradual increase in pet dog and cat populations and an ever more pervasive view of pets as members of the family. Premium priced pet foods promising healthy natural ingredients and indulgent dining experiences ...

Marketing Health to Women - US

Women's health is a vast and complex realm, with many issues and factors to consider. This provides ample opportunity for marketers to reach an audience of receptive and willing participants. The economy is

Household and Personal Care - International

experienced rapid growth, albeit it from a small value base.

proving to be a challenge for the health industry overall, and women in particular are impacted, often ...

Economizing in the Home: DIY Retail - US

Mintel's research detailed in this report shows that households across the income spectrum are cutting back on spending in areas ranging from basic repair services to major home renovations. This report focuses in particular on economizing efforts in the area of home improvement, including DIY activity oriented towards saving money ...

June 2009

Hair Styling Appliances - US

Despite a wave of product innovations designed to improve the performance and convenience of hair styling appliances, the category is driven largely by replacement sales at a pace that suggests most women wait until their current appliance stops working before purchasing a new one. Sales of hair styling appliances increased ...

Home Laundry Products - US

Slow but steady dollar sales growth in the home laundry category came to a halt in 2008, the result of recession-driven economizing and changing attitudes and behaviors in the laundry room. Yet, the slowdown has not affected all segments equally, and as shoppers reconsider brand selection, winners are emerging at ...

Health and Fitness Clubs - US

Revenues and memberships for the US health and fitness club industry continue to show growth on the surface, but a slowdown in real dollar growth belies a looming decline in industry demand. New downward pressure on average revenue per member comes from the nation's economic recession, as health clubs prepare ...

Women's Reactions to the Recession - Beauty and Personal Care - UK

Since 2008, the state of the economy has dominated consumer thought. Rising redundancies and falling interest rates and property prices have impacted on people's sense of security. Despite government efforts, there is evidence that people are prioritising spend, putting money into a rainy day fund as a safety net for ...

Hand and Nail Color and Care - US

Currently women are maintaining a more natural look for makeup and nail care, which can translate to usage of fewer cosmetics products. The US continues to struggle with the recession affecting even stalwart categories such as personal care, so the hand and nail care market has experienced only minimal dollar ...

Shampoos and Conditioners - Europe

This report is delivered in PPT format.

Shampoos and Conditioners - UK

Oral Hygiene - US

Household and Personal Care - International

Since Mintel's last Shampoos and Conditioners report was published in May 2007, the UK has entered a recession and the number of unemployed people has risen to 2.1 million (and is still rising). Advertising budgets have been cut and heavy price promotions at the point of sale are wooing ...

Teens' and Tweens' Beauty and Personal Care - UK

Interest in cosmetics and toiletries starts from a young age, with the under-13s using products to give them confidence and make them appear older than their years. Few beauty and grooming brands specifically target tweens/teenagers, although they have considerable purchasing power with many using a wide repertoire of products ...

Shampoos and Conditioners - Spain

In 2009, the Spanish retail market for shampoos and conditioners came to an estimated €567 million, a 3% rise on 2008 figures. Increased segmentation and the launch of ever more specific products have helped to generate healthy growth over the 2004-09 review period. However, with the economy in the midst ...

Surface Cleaners - US

Estimated at \$1.5 billion in 2008, the household surface cleaners market has seen sales fall from 2003-08. This is largely due to broader trends such as more consumers taking a more relaxed approach to cleaning than in the past.

KGOY (Kids Growing Older, Younger) - UK

The marketing world loves to espouse that kids are getting older younger (KGOY). The received wisdom is that today's children are much more sophisticated than previous generations, rejecting 'childish' media, games and toys in favour of activities more associated with the adult world.

With changing consumer buying habits and the onslaught of private label products, heightened by the recession, the oral care category is in a period of tremendous transition. As a result, some segments and products are flourishing, while others are floundering.

Shampoos and Conditioners - Italy

Retail value sales in the Italian shampoos and conditioners market are expected to reach €638 million in 2009, remaining relatively stable (+0.2%) on 2008. Value sales have been hampered by a change in consumer priority due to the recession. People are increasingly purchasing products on promotion, opting for own-labels ...

Shampoos and Conditioners - France

The French haircare market has been in volume and value decline for the past five years. The underlying causes include relatively low usage frequency in comparison with Germany, Spain and GB, and more recently the decline in consumer purchasing power brought on by the worsening economic situation.

Shampoos and Conditioners - Germany

The German shampoos and conditioners market continues to grow steadily. In 2009, the market is worth an estimated €1,090 million, up 3% on 2008, thanks to sophisticated, specialised added-value products, such as anti-ageing haircare, colour protection and repair lines. Both sectors are doing well, with shampoos slightly outgrowing conditioners ...

May 2009

Household and Personal Care - International

Medicated Skincare Products - US

The market for medicated skincare consistently grew from 2003-07, though it did evidence a slight decline in 2008 as almost all markets did in the face of the economic crisis. While consumers may be reluctant to spend their dwindling earnings on remedies for relatively non-serious ailments, this market could also ...

Smart House - US

This report explores the market for smart home products. To date, many consumers have only dabbled with smart home products. Although they may have established a wired or wireless home network, utilized Windows Media Server or Apple Airport Express to play music or media over a network on another connected ...

April 2009

British Lifestyles 2009 - UK

The UK economy has entered into recession and no one can be sure when an upturn will come or how deep the recession will be. Concerns over the economic crisis are now top of the consumer's agenda, trumping all other reasons to worry.

Patio Living - US

This report explores current trends in the outdoor furniture market. It focuses on how the collapse of the housing market and the economic downturn has impacted sales and how retailers and suppliers are adapting to challenging market conditions. The report also:

Dishwashing Detergents - Europe

This report provides a pan-European overview of the dishwashing detergents market in France, Germany, Italy, Spain and the UK. For more detailed information, please refer to the five individual country reports: *Dishwashing Detergents, April 2009*.

Dishwashing Detergents - UK

The UK's £432 million combined hand and automatic dishwashing detergents market achieved growth of 18% between 2004 and 2009, driven by the upturn of the machine wash sector. However, despite the success of the manufacturers in adding value to products and to the rising number of dishwashers, growth is slowing ...

Market Re-forecasts: Household - US

Mintel has undertaken some bold initiatives that provide crucial insight into current market conditions and approaches to a range of markets moving forward. Most dramatically, Mintel conducted an exhaustive re-evaluation of consumer market forecasts of our reports.

Market Re-forecasts: Beauty and Personal Care - US

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March 2009

Natural and Organic Personal Care Products - US

This report explores the natural and organic personal care category and includes insights on how this category can continue to grow despite ongoing competition from lower-priced traditional personal care, economic recession and consumer confusion with industry standards and definitions. Topics include:

Bed and Bath Linens - US

The bed and bath linen market is coming down from a multi-year run-up in sales. The outlook is bleak as the housing crisis continues and consumers cut spending on discretionary items. Both suppliers and retailers struggle to stay afloat. In this report, Mintel takes a closer look at the state ...

Household and Personal Care - International

Baby Durables - US

This report explores the baby durables market—covering the broad scope of products that parents and parents-to-be acquire through purchases, baby showers and gifts from family and friends. The market is highly dependent on the number of births in a given year and the overall population of children under three in ...

Attitudes Towards Household Cleaning - UK

The economic downturn presents the household cleaning product market (valued at nearly £2.6 billion in 2008) and household cleaning appliances (£1.7 billion) with challenges and opportunities.

Marketing Health to Parents and Children - US

The population of children is growing, and with it grows concern over the health issues they face. Childhood obesity, and the related health risks, has been the target of attention, and parents are seeking out healthier nutrition for their kids. However, there are a number of other areas that are ...

DIY in a Down Economy - US

This report examines both the broader home improvement market and the narrowly defined DIY-only market, which excludes services and sales to professions. It focuses on how the home improvement market has been changing with the collapse of the housing market and the broader recessionary environment. Analysis of how retailers and ...

February 2009

Allergies and Allergy Remedies - US

The U.S. OTC allergy remedy market is driven by a range of factors, preeminently the incidence of allergies, which afflict an estimated 50 million sufferers, according to the American Academy of Asthma Allergy & Immunology. The most important internal driver for sales of these products is the Rx-to-OTC switch ...

Oh, Baby! - US

The \$3.4 billion FDMx (excluding Wal-Mart) market for disposable baby products includes diapers, training pants, wipes and moist towelettes, as well as cleansing and care products such as shampoo, body wash, and baby oil. Oh, Baby! examines this mature market using primary and secondary research to identify points of ...

Environmental Concerns in Household Cleaning - UK

Environmental issues are now a key part of the consumer psyche and thus cannot be ignored in any market sector. Major household cleaning manufacturers and retailers have responded to the challenge by making changes to such factors as packaging, energy usage and the sourcing of raw materials. There has also ...

Home and the Media - UK

There is increasing coverage of homes and gardens across a range of media, but home interest and gardening magazines are the primary source of detailed and in-depth content and they retain a particular importance since their readers are likely to be more interested than average in the topics.

Deodorants and Bodysprays - Europe

This report provides a pan-European overview of the deodorants and bodysprays market in France, Germany, Italy, Spain and the UK. For more detailed information, please refer to the five individual country reports: *Deodorants and Bodysprays, February 2009*. **Please**

Deodorants and Bodysprays - UK

Since the last report in January 2007, the UK's £459 million market for deodorants and bodysprays has seen growth stagnate in value terms. Penetration has held steady, but frequency of use has fallen since 2003 owing largely to elevated usage in 2003 as a result of the very hot summer.

Household and Personal Care - International

click on the accompanying PowerPoint to view this report.

Deodorants and Bodysprays - Spain

The Spanish retail market for deodorants and bodysprays continues to grow, albeit at a slower rate than in previous years. In 2008, sales were up by just under 3% on 2007, to take the market to €303 million, an increase of 34% on 2003.

Deodorants and Bodysprays - Germany

The German deodorants and bodysprays market is worth an estimated €760 million in 2008, up 5% on 2007. The trend towards antiperspirants and bodysprays, often promoted as lifestyle accessories, continues, although deodorants still account for 53% of value sales. Male lines, kept current with appealing NPD, continue to outperform female ...

Deodorants and Bodysprays - France

The French deodorant and bodysprays market has experienced a slow but steady decline in the past five years to reach an estimated €510 million in value sales in 2008. The decline is due to a loss in part of the consumer base due to health scares and a reduction in ...

Deodorants and Bodysprays - Italy

Italian sales of deodorants and bodysprays are worth an estimated €382 million in 2008, up by over 2% on 2007 and around 6% on 2003. This was the best performance during the review period. In comparison to other C&T markets, the review market put in an outstanding performance in 2008 ...

January 2009

Environmentally-friendly Cleaning Products - US

The environmentally friendly products still represent only a small share of the wider \$5 billion household cleaning product market. However, driven by a range of consumer concerns related to environmental health, allergies and chemicals in their homes, "green" cleaning products became the hot product in 2008.

Clothes Washing Products - Europe

This report, in PowerPoint format, provides a pan-European overview of the clothes washing products market in France, Germany, Italy, Spain and the UK. For more detailed information, please refer to the five individual country reports: *Clothes Washing Products, January 2009*.

Clothes Washing Products - UK

The most prominent change in the UK's £1.2 billion laundry products market has been the switch from powdered formats to single-dose tablets or concentrated liquid detergents and gels. This is driven by innovation in liquid product formulae that work more efficiently at lower washing temperatures that help to save ...

Oral Hygiene - UK

People use oral hygiene products not only to keep their teeth clean, but for cosmetic reasons, such as achieving a brighter smile. The market has evolved to satisfy differing consumer needs, with new niches evolving to help people maintain optimum dental health and beauty.