

## December 2011

### Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

### Home Hair Color and Permanent Products - US

The U.S. home hair coloring and permanent products market received a big boost from the sagging economy, as a number of hair coloring users shifted from costly salon services to more accessibly-priced home hair coloring. Moreover, application innovations such as foam formulations, as well as spray and stick formats ...

### Teens' and Tweens' Beauty Market - US

The teen and tween beauty market has always straddled the fence between attracting new users to the category with the hope of forming life-long habits, and providing age-appropriate products. Parents continue to battle the KGOY (kids growing older younger) phenomenon, but young girls are facing intense pressure from both the ...

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### Shaving and Hair Removal - US

Estimated at nearly \$2.1 billion in 2011, the FDMx shaving and hair removal market has been moderately impacted by the economic downturn, and is expected to post an inflation-adjusted gain of 1% from 2006-11. Because the market consists of products that people will always need or want to use ...

### Sun Protection and Sunless Tanners - US

The U.S. sun protection and sunless tanner market sold through food, drug, and mass stores (not including Walmart) continues to benefit from an increasingly educated and aware consumer public that seeks to avoid damaging UVA/UVB rays that cause melanoma and skin aging. While sunscreen and suntan lotions have ...

### Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.