

## 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

“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 ...

### The Private Label Healthcare Consumer - UK

“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



## Beauty and Personal Care - 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**