

## September 2016

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

"For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people's ...

### Seniors and Health - US

"The number of Seniors, adults aged 65+, is on the rise and by 2021 they will account for 17.3% of the total US population. Seniors are generally optimistic about the future and are investing in their health despite the health challenges that naturally come with aging. The current age ...

## August 2016

### Pet Supplies - US

"The pet supplies category continues its steady growth trajectory as Americans continue to spoil their pets, which are viewed as loyal family members rather than owned animals. Looking ahead, the category is expected to grow as the pet population ages, creating opportunities for products designed to address common issues that ...

### Beauty and Personal Care Gift Sets - UK

"Beauty sets remain a popular gift choice, particularly at Christmas, with high levels of festive spending keeping the market afloat. Beauty-conscious young women are most likely to ask for sets as gifts, or buy for themselves to save money on individual products. However, older consumers are less likely to buy ...

### Cleaning in and around the Home - UK

"The average amount of time spent cleaning indoors each week has fallen since 2014, reflecting declining household sizes and an increased reliance on easy-to-

### Vitamins and Supplements - UK

"Increased NPD and investment in marketing helped return healthy growth to the vitamins and supplements market in 2015. Demographically positioned vitamins proved among the biggest success stories of the year, reflecting consumer demand for more targeted health solutions and indicating that brands could generate more interest in the category by ...

### Pregnancy - US

"The US continues to experience low birth rates. Despite this, the topic of prenatal and postnatal maternal health care for women continues to intensify and brands and companies have an opportunity to be a part of this conversation. Women are up against many health ailments, affecting both the mind and ...

### Home Laundry Products - US

"Home laundry product sales have rebounded as innovation in the category resulted in new product offerings and increased consumer spending on higher-margin products. Key drivers for continued growth will focus on further innovation in the category surrounding compactness and scent, as well as a more personalized shopping experience for consumers ...

use multipurpose products. Busy lives mean there is a balance to be struck between the amount of time it takes to clean and getting everything spotless, but ...

**July 2016**

## Digestive Health - US

"After experiencing solid sales in 2014-15, growth in the digestive health market is expected to soften somewhat in 2016. The majority of consumers are turning to some form of OTC (over-the-counter) digestive remedy for treatment, with antacids accounting for the largest share of all digestive health remedy sales. Looking forward ...

## Medicated Skincare - US

"The rate of growth for medicated skincare market continues to decelerate. Anti-itch treatments remain the strongest performing segment, while foot medications, cold sore treatments, and skin growth removers continue to stagnate. Alternative treatment methods – from self-healing to home remedies and prescription care to general skincare –further exasperate the already ...

## Air Care - UK

"Value sales in the air care category have stalled somewhat, but market conditions look set to ensure it returns to growth. There is an appetite for innovation in the category, and potential for product development of more premium scents and formats to boost the market, building on the positive impact ...

## Body Care and Deodorant - US

The \$6 billion body care and deodorant market has shown fairly stable growth in recent years. Near universal routine usage of deodorant and body care presents both opportunities and challenges for future growth. Spray formats, natural formulations, and the integration of added benefits have propelled consumer interest in the market ...