

## March 2013

### Soap, Bath and Shower Products - US

“The soap, bath, and shower market can expect to see growth in the next few years due to near universal consumer usage of these products for hygiene maintenance along with a lack of competitive alternatives. However, this market does have some issues it will need to address: private label offerings ...

### Beauty Devices - US

“The beauty devices industry has strong growth potential as consumers are motivated by getting professional results at home. However, the industry will face challenges in creating increased interest in and awareness of skincare devices as well as increased usage occasions for haircare appliances. Expanding the mass market skincare device segment ...

## February 2013

### Deodorants and Antiperspirants - US

“The deodorant/antiperspirant market can expect to see growth in the coming years due to near universal consumer usage of these products along with a lack of competitive alternatives. However, the market faces some challenges: the women’s segment has experienced a decline for the first time in years, consumers continue ...

### Anti-aging Skincare - US

“New product launches and innovations are certainly important in growing the anti-aging skincare category, but the industry will experience ongoing pressure to stand out in an increasingly competitive and saturated marketplace.”

## January 2013

### The Drug Store Shopper - US

“Sales of drug stores are likely to grow over the next few years, largely as a result of the aging population and the rising cost of healthcare. However, drug stores are not immune to challenges such as the impact of competition from other channels, both online and brick-and-mortar. Many drug ...

### Nail Color and Care - US

“The nail color and care category has experienced strong growth since 2007, with growth forecast through 2017. However, the industry will face challenges as the category becomes more competitive and saturated. New products are critical to category growth, but reaching out to growing segments like multiculturals and older women will ...