

## June 2015

### Cleaning the House - US

"While Americans' lives may be busier than ever, they continue to carve out time for housecleaning, reflecting the importance they place on keeping their homes clean. The amount of average time adults spend cleaning the house in a typical week confirms an ongoing opportunity for household cleaning products that help ...

### Pet Supplies - US

"Pet supply manufacturers and retailers face a challenging environment. Pet ownership is growing primarily on the basis of population expansion rather than historical rises in ownership penetration. Private label brands are also seeing share growth. However, opportunities remain in the market, surrounding increasing concerns about safety and the increasing perception ...

### Oral Care - UK

"Whilst the essential nature of oral care products means that usage is relatively high across most demographics, there remains an opportunity for oral care brands to grow sales by targeting marketing and NPD at seniors and men, helping to make them more engaged with the market overall."

– Jack ...

### Analgesics - US

"The OTC analgesic market is stable, posting steady gains since 2013, with similar growth trends expected through 2020. The majority of consumers turn to some form of OTC analgesic to treat pain, with internal analgesics remaining the dominate choice for pain relief, though external analgesics are experiencing rapid growth. Looking ...

### Air Care - UK

"The focus of the market on the launch of new fragrance ranges, including seasonal and limited edition scents, has increased consumer choice and helped drive replenishment sales. However, in order to further increase spending, brands in the market need to concentrate on encouraging usage of a wider repertoire of complementary ...

## May 2015

### Dishwashing Products - US

"While dishwashing product sales have outpaced those of most other household care product categories in recent years, category growth slowed in 2014, indicating that price competition has grown more intense. Accelerating sales growth beyond this modest pace may require more compelling new product launches in both segments. Dishwashing liquid brands' ...

### Oral Care - US

"Sales within the oral care market remain steady, benefiting from widespread product usage. Opportunities exist in the \$7.2 billion category for

### Heart Health - US

About 85.6 million Americans are living with some form of CVD (cardiovascular disease), also known as heart disease, which includes HBP (high blood pressure), heart attack, chest pain, heart failure, and the after effects of stroke. CVD is the leading cause of death in the US as well as ...

### Dishwashing Products - UK

"In hand dishwashing, the development of more powerful washing-up liquids that remove the need for

## Household and Personal Care - International

brands to increase the frequency of product usage, especially through portable oral care products, and a focus on new product innovations within the floss/accessories/tools segment. Additionally ...

excessive scrubbing or the soaking of dishes and pans can help to add value to the market

### OTC Analgesics and Cold and Flu Remedies - UK

"In 2014/15 the UK cold/flu remedies market benefitted from the seasonal flu vaccine being less effective than usual, resulting in many lapsed users returning to the category. Cold/flu remedy brands could now use this to their advantage, using marketing and product developments to reignite interest in the ...

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

"Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

**April 2015**

### Residential Flooring - US

"An improving economy and a strengthening home renovation market have helped the \$21 billion residential flooring market notch steady gains since 2010. Looking ahead, further improvement in the broader economy should help drive continued growth. While the need to replace old or worn out flooring is the most commonly cited ...

### Disposable Baby Products - US

"As long as birth and fertility rates remain flat, maximizing growth through 2019 may hinge on attracting consumers ready to invest more, on high-end products, which may include natural and customizable offerings. Opportunities for growth appear strongest with first time parents and Hispanics, whose attitudes reveal a level of interest ...

### Cough, Cold, Flu and Allergy Remedies - US

"OTC manufacturers of cough, cold, flu, and allergy remedies have built-in demand: there is no shortage of cold, flu, and allergy sufferers. While providing relief is important, further investment should be made in finding more effective remedies and in promoting methods for reducing the transmission of infection. These efforts will ...

### Women's Haircare - UK

"The women's haircare market is challenged by changing product usage, with traditional styling products falling from favour and natural botanical oils threatening leave-in conditioners and serums. Inspiring an older female audience and expanding product repertoires are essential for returning the market to a faster pace of growth."

### Cleaning the Bathroom - UK

"Room exists in the market for brands to focus on the promotion of both products with multiple benefits to cater for the different aspects of bathroom/toilet cleaning and specialist products focused more on protection and bathroom maintenance. Focusing on the importance of a clean bathroom for good health and ...

### Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner, and hairstyling product market is stable, posting steady gains of 2-3% on a yearly basis since 2011, with similar growth trends expected through 2019. Current hairstyle trends and consumer perceptions of having healthy hair are driving sales of conditioners, shampoo alternatives, and smoothing products. Looking forward, category ...