

### March 2016

#### Feminine Hygiene and Sanitary Protection Products - US

Growth of the overall feminine care products market has been marginal in recent years, as it faces several challenges. Women are having fewer, lighter periods, contributing to declining usage of sanitary protection, specifically tampons. However, an aging population and increased interest in cleansing products bodes well for the adult incontinence ...

#### Feminine Hygiene and Sanitary Protection Products - UK

"The feminine hygiene and sanitary protection category has grown slowly and steadily in recent years, driven by the feminine hygiene and incontinence sectors. The category has seen a rise in recorded advertising expenditure, with recent campaigns focusing on empowerment as a theme, whilst NPD has also been increased, contributing to ...

#### Babies' and Children's Personal Care Products, Nappies and Wipes - UK

"The babies' and children's nappies and wipes market continues to see sales declines as parents switch to discounters for cheaper purchases. While branded innovation returns in 2015, the slowing birth rate means the market is not expected to return to growth. Babies' and children's personal care products have fared better ...

### February 2016

#### Beauty Retailing - Ireland

"The beauty retailing sector is a fairly resilient market in IoI given that most beauty products are deemed as daily essentials. However, the changing shopping habits of consumers has seen many venturing into discounters and online to avail of discounted prices that allow them to remain on trend without breaking ...

#### Drug Store Retailing - US

#### The Beauty Consumer - US

"The beauty category showed positive growth from 2010-15 and is projected to see continued gains. Looking forward, key demographic groups include Millennials and Hispanics. Nurturing and expanding the Beauty Enthusiasts segment will also be important for product and market growth. Capitalizing on Enthusiasts' interest in experimentation, trends, free samples, and ...

#### Marketing to Young Adults - UK

"Whilst it may be possible to buy the attention of young adults in the short run, brands looking to foster long lasting relationships will need to look beyond price promotions and discounting. Hiring and rental services present a strong option for brands looking to engage with young adults, offering the ...

#### OTC Pediatrics - US

Illness is prevalent among children, as 90% of children younger than 12 experienced some type of ailment in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness. The OTC (over-the-counter) pediatrics market has continued to grow after a ...

#### Soap, Bath and Shower Products - US

## Beauty and Personal Care - International

"The drug store market has expanded well beyond traditional drug stores to include other channels such as mass merchandisers, supermarkets, and warehouse clubs as well as mail order options that also fulfil consumers' drug store needs."

"When adjusted for inflation, total market sales in the soap, bath, and shower products market have remained relatively flat, though the inclusion of more premium benefits have helped boost sales of liquid body washes and bath products. Going forward, continued launches of products offering premium benefits, as well as product ...

### Soap, Bath and Shower Products - UK

"The SBS (soap, bath and shower) market, once plagued by consumer reliance on price promotions and special offers, continues to fluctuate as consumers now trade down on daily essentials in order to treat themselves with more luxurious occasional-use items such as detox bath salts. In 2016 in-shower treatments present an ...

### First Aid - UK

"The first aid category has shown a dip in value in 2015, driven by a decline in launch activity as well as reduced investment in recorded advertising spend. However with high interest in innovations in plasters/bandages, and current research showing the potential for smart bandages in the near future ...

## January 2016

### Beauty Retailing - Spain

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

### Beauty Retailing - Italy

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

### Beauty Retailing - Germany

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

### Beauty Retailing - France

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

### Beauty Retailing - UK

"Spending on beauty and personal care contracted marginally in 2015. The market remains very price sensitive and discount retailers' customer numbers grew significantly. Even buyers of prestige brands are price conscious. The market will recover in 2016 but premium retailers must give consumers original and compelling reasons to trade ...

### Beauty Retailing - Europe

Beauty Retailing – Europe provides detailed coverage of the beauty retail sectors in five Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the single copy five-country report, which gives a full overview of beauty retailing in these markets. Single country ...

### Managing Your Health - US

### Beauty Retailing - US

## Beauty and Personal Care - International

"Several factors are impacting healthcare, including an anticipated shortage of primary care physicians, resulting in an increased focus on managing one's own health, as well as growing reliance on retail health clinics and pharmacists. At a time when the US population is experiencing significant growth among the older population, a ...

"US retail sales of beauty products reached \$46.2 billion in 2015 and are slated to grow to \$51.8 billion by 2020, for a gain of 12%. This slow and steady growth will be fueled by a stronger economy, as well as by population gains among women (and men ...

### Hair Colourants - UK

"Temporary hair colour products continue to show growth in the category, as consumers consider them less damaging to hair and easier to experiment with. Growth opportunities exist in personalisation, with high interest in products tailored for hair colour and type, as well as products specifically for men. Men have shown ...

### Marketing to Men - UK

"Half of all men admit that they are largely apathetic towards advertising, reflecting how many find themselves unable to identify with the men they see in ad campaigns. There is now an opportunity for brands to change this, with brands using advertising to more fully identify with the average man ...

### Nail Color and Care - US

"Although growth in the nail care and color market has slowed since 2013, interest in gel polish manicures, nail treatments, and more natural nail care represent key opportunities. Effective outreach to Millennials, moms, and Hispanics via product offerings, digital technology, and targeted marketing can help revitalize the market."

### Beauty Online - UK

"The continued use of technology has resulted in 2015 being an innovative year for beauty brands online, with apps and social media initiatives expanding audiences. The importance of video content in the beauty market keeps consumer engagement; tutorials have become invaluable for young women especially. However, the threat of counterfeit ...