

October 2010

Conditioners - Europe

While shampoos enjoy near complete penetration in the 'Big 5' countries and much of Europe, conditioners are still fighting for their place in the bathroom. Conditioner penetration varies from a high of 73% in the UK to just 40% in France.

Sanitary Protection - Europe

Feminine hygiene and sanitary protection markets in Western Europe have slowed down in recent years due to negative demographic trends, commoditisation of certain product categories (such as towels) and the impact of the recession. Eastern European markets have been more dynamic as a result of the growing purchasing power and ...

September 2010

Women's Fragrances - US

A demographic shift has been taking its toll on the fragrance market since 2005. The growing population of Baby Boomer women are purchasing less perfume, and fewer teens are moving into the fragrance market to make up for reduced usage. Compounding these factors, the recession hit the fragrance market hard ...

Private Label OTC Healthcare - US

While the recession has put a halt to sales growth in many large CPG product categories, overall sales of over-the-counter (OTC) remedies have continued to grow at a slow, steady pace over the last few years. Market share for lower-priced private label products, however, have risen sharply. The economic downturn ...

Nail Care - Europe

After the face and hair, hands are the part of the body most on show. Yet the market for hand and nail care remains tiny in comparison to the rest of the personal care market. European women have a long, long way to go before they catch up with their ...

Luxury Goods Retailing - International

Hair Care, Colourants and Treatments - Europe

The hair care market has suffered mixed fortunes over the last couple of years, with some categories flourishing, whereas others have stagnated or even fallen.

Men's Grooming - US

The US men's grooming market, as sold through food, drug and mass stores, will benefit from a growing male population between 2010 and 2015. As most population growth will occur among senior men—who are less likely than younger men to use a range of grooming products—grooming brands must make the ...

Shampoo - Europe

The phrase "bad hair day" was coined by trichologist Philip Kingsley nearly 50 years ago but it still resonates today. Hair can have a vital psychological impact on how people feel about themselves, something the haircare industry is more than aware of.

Men's Fragrances - UK

This report examines the UK market for men's fragrances including pre-shaves, aftershave lotions, balms, conditioners and gels, eaux de toilette and eaux de parfum products and colognes.

Black Haircare - US

Beauty and Personal Care - International

This report differs from other Mintel retail reports in that it looks primarily at companies involved in design, manufacturing and distribution, rather than just traditional retailing. The consolidated revenues from these companies (and our market size – see definition below) therefore include elements of retail turnover, wholesale sales to franchisees ...

August 2010

Women's Fragrances - UK

The UK women's fragrance market is rapidly changing. Valued at an estimated £739 million in 2010, with modest growth of 2.4% year on year, the market has been reasonably well preserved during the economic recession. However, financial pressures have instigated a shift in consumer behaviour that fragrance brands need ...

Female Beauty and Personal Care Consumer (The) - UK

In a beauty and personal care market already worth approaching £14 billion (including products and services such as hairdressing, see Mintel report British Lifestyles, August 2010), there is still plenty of scope for innovation and further growth. Women have a good understanding of basic skin types and are well practised ...

British Lifestyles 2010 - UK

Britain has emerged from the recession but is faced with a long and lingering period of uncertainty. Consumers remain wary about the future, and this is reflected in spending habits and attitudes about what is 'essential'.

Department Store Retailing - US

While the economy continues to show lackluster performance and many retailers are struggling to achieve sales targets, some innovative department stores have been able to make significant gains in the latter two quarters of 2009 and the first half of 2010. Clearly, there are opportunities for growth, yet it is ...

Eye Care - Europe

Historically, black consumers have shopped at hair salons and beauty supply stores for their haircare needs. While that is still the case for a large number of shoppers, given the state of the economy, many black consumers are taking a closer look at FDMx outlets, which tend to offer better ...

Marketing to Dads - US

The extensive media attention that moms' increasing influence over many aspects of family life has received in recent years has overshadowed a quiet revolution underway among dads. Just as moms are now exerting even greater control over traditionally male product categories such as cars and computers, dads are putting in ...

Diabetics: Attitudes and Behaviors - US

Some 23.5 million adults have diabetes and another 57 million were pre-diabetic in 2007. Diabetes is one of the gravest health threats facing the country.

Colour Cosmetics - Europe

Some make-up markets have weathered the recession rather well. In fact sales in Germany, Italy and the UK rose in 2009, even if there were declines in Spain and France.

Soap, Bath and Shower Products - Europe

While some personal care categories have been affected to some extent by the economic uncertainty of the last year, bath and shower products have been given a clean bill of health. Personal cleansing items are regarded as daily essentials and consumers are unwilling to cut back on their usage for ...

Marketing to Affluent Consumers - US

Facial skincare has led the cosmetics market, both in terms of dynamism and innovation for a number of years. As the category has evolved, facial skincare products have featured increasingly ambitious claims and, in parallel, have become increasingly specific. One area to benefit from this approach is the eyes.

In difficult economic times, recovery may depend on the willingness of more affluent consumers to spend. However, roughly two-thirds of affluent respondents to Mintel's survey say they are cutting back because of the economy, demonstrating the breadth of the Great Recession. To survive this climate, luxury and aspirational brands must ...

July 2010

Oral Care - US

An economizing mindset among some consumers has been sufficient to keep sales growth in check over the last three years in the oral care products category. In this environment, competition has only become more intense. A handful of successful new product launches have won market share, but have failed to ...

Facial Skincare - Europe

When recession hit Europe in late 2008, there was every reason to fear that the facial skincare market would suffer as a result. However, while consumers reined back their spending in certain areas, they continued to invest in facial skincare.

Deodorants - Europe

Deodorants and antiperspirants have been commercially available for many years and their basic principles have not really changed. Deodorants are designed to prevent body odour, whereas antiperspirants are formulated to control sweat and thus minimize odour. Over recent years, antiperspirants that mask odours have become the mainstay of the market.

Male Grooming and Personal Care Consumer - UK

This is the first time that Mintel has examined men's attitudes towards grooming and personal care. The report complements Mintel's reports Men's Grooming – UK, June 2010 and Men's Fragrances – UK, September 2010 and examines how men's attitudes towards the beauty and personal care industry can be built upon ...

Body Care - US

The U.S. body care market, as sold through food, drug and mass channels, has been in slow decline since 2008, as the persisting effects of the recession tighten household budgets and the stream of new products runs thinly. The market is driven mostly by demographics, with women, as well ...

First Aid - US

The first aid category is facing a number of challenges: the growth of private label, consumers trading down because of the recession, and a paucity of strong brands. Insightful market research can help companies meet these challenges. To that end, this report provides: