

## October 2011

### Men's Toiletries - US

Despite the fact that unemployment numbers are still high (9.1% as of September 2011) and household income is down in the U.S., interest in the men's grooming market is not waning. U.S. retail sales are estimated at \$2.4 billion in 2011, with deodorant/antiperspirants leading the ...

### Fragrances - US

The recent declines in the U.S. fragrance market slowed significantly in 2010 and estimates point to 2011 posting the first market increases since before the recession. Led by growth in the men's fragrance sector, which surpassed sales of the women's sector for the first time in more than five ...

## August 2011

### Black Haircare - US

The FDMx Black haircare market was not immune to the recession, posting an inflation-adjusted decline of 6% from 2006-10. Despite this cumulative decline, the \$185 million market appears to be on the road to recovery, expected to post its first real-term gain of 4% in 2011. The positive results are ...

## July 2011

### Color Cosmetics - US

The color cosmetics category grew by 5.1% in 2010 and is forecast to increase another 5.9% in 2011. Growth has been driven largely by aggressive promotions, development of products that met key price points and the elimination of poorly performing lines. The food, drug and mass segment (not ...

### Body Care - US

FDMx sales of body care products reached \$992 million in 2011 (est.)—an increase of only 5% since 2006 at current dollars and a decline when accounting for inflation. Poor economic conditions and lack of significant innovation in the marketplace are the culprits. The category is mature; the majority ...