

## March 2013

### Toilet Cleaning and Bleach - US

“While new product launches might help to draw attention to the toilet cleaner segment in the short term, new items alone may not be enough to generate long-term growth. The bigger win for marketers and retailers may lie in helping consumers get more out of the products that already are ...

### Online Grocery Retailing - UK

“Without a hike in delivery charges or perhaps substantially higher minimum order values, online retailing for multichannel grocers is never likely to yield margins comparable to store-based shopping. But we think retailers can focus marketing communications on higher socio-economic groups to help mitigate the inherent financial disadvantages of retailing online ...

### Soap, Bath and Shower Products - UK

“Changing habits have shown a decrease in the frequency of bathing and an increase in the frequency of showering, translating to a growth in the shower market. This is driven by time constraints and increased water bills but also an ageing population with mobility issues. Extending the shower category to ...

### Homeopathic and Herbal Remedies - US

“Though sales of homeopathic and herbal remedies continue to increase, the market is up against several challenges. This includes low awareness among consumers, limited product availability, and consumer perception of safety and efficacy.”

### Bleaches and Disinfectants - UK

“The prospects for further growth in sales of bleach are under threat from a trend towards lighter usage and consumer perceptions of bleach as a product too harsh for use as an everyday cleaner. Its strength is being seen as the most effective way of killing germs, but usage is ...

## February 2013

### Grocery Retailing - US

“The composition of primary grocery shoppers is skewed toward Baby Boomers and Gen Xers. Only half of Millennials take sole responsibility in grocery shopping, and this cohort is likely to look for an efficient shopping experience and instant gratification, more so than their older generational counterparts due to their high ...

### Household Paper Products - UK

While household paper products are essentially staple items that are mostly bought with the groceries when shoppers are focused on saving money, toilet tissue, kitchen towels and facial tissues all still offer opportunities for adding value to sales through product

### Household Paper Products - US

“Continued improvements in product quality and leading manufacturers’ efforts to shift to more sustainable sources of paper pulp have the potential to change the size and shape of the household paper market. Stronger products that allow consumers to do more with fewer sheets may help to increase value without driving ...

### Attitudes Toward Sodium - US

“Despite consumers’ interest in eating healthier, they also want food that tastes good. While government, food manufacturers and restaurants try to provide healthier options to Americans, these organizations are up against

development. Consumers have shown themselves to be willing to pay ...

several challenges, especially regarding how to market low/no/reduced sodium items.”

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

“With the baby boom set to continue in the year ahead, and the average age of parents rising, this comes as good news to the category suggesting the market will continue to grow. A growingly multicultural environment offers opportunities to bring foreign influences into product innovations.”

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 ...

## Beauty Retailing - UK

“As affordable quick fix beauty treatments have become more established in the UK, we’ve seen greater spontaneity from consumers, a shift in channels to market and an opening up of the mass market.”

## Food Storage - US

*“The market for food storage products is in large part dependent on consumer participation in home meal preparation. At the same time, enthusiasm for home meal preparation is dependent at least in part on food storage products that make the process easier at every step.”*

## Bed and Bath Linens - US

“The bed and bath linens market was strongly impacted by the recession as consumers cut back on spending in discretionary household categories and traded down to less expensive items. However, the market has since recovered and growth has resumed, as consumers need these items for daily sleeping and bathing activities ...

## Pharmaceuticals: The Consumer - US

*“The pharmaceuticals industry continues to grow; however, changes to the healthcare landscape from the ACA as well as patent expirations will affect future sales.”*

## Nutritional Food and Drink - US

*“The blurring of lines between snack bars, cereal bars, performance bars and nutrition bars means nutrition bar makers need to work even harder to differentiate their products from others on the market while appealing to the same consumer preferences that snack bars do.”*

## Cleaning the House - UK

“In a competitive marketplace with a large number of new product launches and heavy investment in advertising, brands need to stand out from their competitors through adopting fresh marketing themes

## Healthy Lifestyles - UK

“The majority of people agree that leading a healthy lifestyle helps them enjoy their life more. However, young people and females tend to put more focus on sex appeal, whilst older cohorts take preventative measures



## Household and Personal Care - International

and making use of a variety of media and industry links.  
Content for the promotion of new products needs to ...

to stay healthy. Marketing with all these different  
motivations in mind would prove to be ...