

### March 2014

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

“The disposable nappy and personal care segments were the worst performers in the market in 2013. Encouraging consumers to switch back to brands, and move away from savvy shopping techniques will be essential for returning the categories to growth.”

### February 2014

#### Smoking Cessation and E-cigarettes - UK

“The rise in popularity of E-cigarettes has hampered growth in the value of the smoking cessation market, which saw modest growth of less than 2% in 2013. Although E-cigarettes are largely marketed as an alternative to smoking, smokers have been using them to cut down or quit smoking. Changes in ...