

June 2016

Deodorants and Bodycare - UK

“The deodorants category has seen a decline in value in recent years, hampered by the rise of discounters, as well as a decline in NPD and advertising spend. The bodycare sector, on the other hand, has seen strong sales performance in recent years as consumers trade up in the prestige ...

Oral Care - UK

“Value sales growth in the UK oral care market has been increasingly undermined by falling sales in the mouthwash segment and a decline in new product launches. This underlines the importance of product innovation to the category if it is to return to a higher growth rate in the future ...

May 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Women's Facial Skincare - UK

“The women’s facial skincare category has seen slow and steady growth in recent years, with the prestige sector driving growth in 2015; as employment rates rise, women are showing a greater willingness to spend on premium products. Whilst brands are promoting ageless beauty campaigns in 2015, focusing on NPD for ...

Men's Facial Skincare - UK

“Sales growth has slowed in the male facial skincare market, challenged by both recruitment issues and the impact of fashion trends. The core demographic of 16-24-year-olds is declining in number and older men remain apprehensive of using facial skincare products. Male facial hair is now a mainstream trend and is ...

Gastrointestinal Remedies - UK

“Sales of gastrointestinal remedies have surged in recent years as consumers have become increasingly aware of their diet and digestive health. However, along with a growing awareness of health issues comes a greater desire to treat illness through dietary changes rather than reaching for medications, which is a challenge for ...

April 2016

Women's Haircare - UK

“The women’s haircare category has struggled to grow in value in recent years, as savvy shopping behaviours see women buying branded products at discount retailers. In addition, women are washing and styling their hair less frequently, which may be driven by concern over damage. Interest in shampoos with different levels ...

OTC Analgesics and Cold and Flu Remedies - UK

“Overall, OTC analgesics and cold and flu remedies have enjoyed strong sales growth in recent years, bolstered by high levels of NPD and sustained investment in advertising, as well as a less effective flu jab in winter 2014/15. However, media headlines over the marketing of some branded analgesics could ...