

March 2014

Children's Personal Care - US

"The CPC market is expected to grow slowly into 2018. Better engagement of dads, creating products to keep children in the category for longer, and reinvigorating the struggling haircare segment could help accelerate sales growth for this market."

Soap, Bath and Shower Products - US

"The soap, bath and shower category has experienced steady gains, despite being a functional and mature market. However, brands should be prepared to address the changing regulatory environment and an aging population in order to stay on a positive growth path."

February 2014

Anti-aging Skincare - US

"Lines between the anti-aging and general facial skincare categories continue to blur, hampering sales growth for both markets. Offering shoppers more targeted solutions to anti-aging skincare concerns while also providing them with more informational tools will be essential in driving future growth while also better differentiating the two markets."

January 2014

Nail Color and Care - US

"The nail category has typically focused on appealing to young women with new products that are trend-driven and encourage experimentation in order to drive growth and generate enthusiasm. Going forward, the category may want to better align with the needs of older and multicultural women while also introducing tools to ...

Deodorants and Antiperspirants - US

"The APDO market is expected to grow steadily into 2018. However, the market does face some challenges that it will need to address. Companies and brands will have to determine ways of achieving incremental sales, reinvigorate sales of the struggling women's APDO product segment, and address the needs of teens ...

The Drug Store Shopper - US

"Drug stores continue to live in danger of losing core market sales to mass merchandisers and supermarkets both OTC products and pharmacy services. Maximizing their position as a local retailer, creating laser focus on customer service, and continuing to develop a closely integrated online/offline service offering should be high ...