

December 2013

Black Consumers and Personal Care - US

“Black consumers spend a tremendous amount of their discretionary income on looking good, whether we’re talking about apparel, personal care products, or services. The recent recession had little impact on what Black consumers spent in the personal care category. Expenditures have remained stable and in some cases there have been ...

Vitamins, Minerals and Supplements - US

“While vitamin sales are robust, there are a few factors that could contribute to a decline in the category. As consumers continue to eat a healthier diet, the need for a separate supplement could be eliminated. Additionally, negative press about the quality and necessity of vitamins could erode usage and ...

Senior Lifestyles - US

“Today’s seniors are living longer, are more connected and informed, and lead a more active lifestyle than they did a few decades ago. As the 76 million strong Baby Boomer generation shifts toward senior status, the future over-65s will be even more diverse, tech savvy, active in the workforce, and ...

Natural and Organic Personal Care Consumer - US

“Consumers are expressing some skepticism and apathy toward the natural and organic personal care category. However, this represents an opportunity for brands to be more transparent, show shoppers the long-term value of going green, address consumers based on their current lifestage needs, and be creative with retailing.”

Suncare - UK

“The rise in the population of the eldest demographics poses challenges as well as opportunities, as although the over-55s are the most knowledgeable when it comes to the dangers of the sun, they are least likely to use sun protection and self-tanning products. However, as they continue to seek tans ...

Hispanics and Retail - US

“Hispanics are social shoppers. They enjoy shopping and often shop with family and friends. It is therefore not surprising that recommendations from friends and family are the single most influential factor for Hispanic buyers. Though obviously neither friends nor family, marketers have an opportunity to replicate the influence of kin ...

Shopping for Beauty Products - US

“For most consumers, beauty products shopping is fairly routine. Most buy beauty products to replace items that they use regularly and choose mass merchandisers and drug stores to do their shopping. While they are loyal to retailers and products, there is somewhat of an interest to try new products. Retailers ...

Beauty Online - UK

“The money saving appeal and convenience of shopping online has resulted in consumers becoming increasingly comfortable on e-commerce platforms. Engaging with consumers and encouraging online shoppers to browse can help the online experience become more appealing than in-store.”

The Savvy Shopper - UK

“Mobile platforms and tools are already changing the savvy shopping repertoire. Increasing adoption of smartphones and tablets, as well as increased availability of online connectivity, signal a bright future for m-commerce and t-commerce.”

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Activities of Kids and Teens - US

“Compared to previous generations, kids and teens increasingly live a sedentary lifestyle. These digital natives are interconnected and tend to divide attentions across multiple platforms and channels, prompting impatient behaviors, quick-fix mentality, and instant gratification. Their loyalty is likely to mirror this trend, spreading thinly across brands, and easily switched ...

Home Hair Color - US

“Functional benefits such as covering grays and long-lasting results are essential, but have also become expected in the hair coloring category. Shoppers are seeking more customized solutions for their hair coloring needs—through products developed specifically for their age, ethnicity, lifestage, or hair type.”

Hair Colourants and Home Perms - UK

“Although the market has seen notable innovation from 2012-13, driven by new formulas and easier application methods, health concerns remain an area of some contention in the media. Brands have a responsibility to their users to be more transparent about product content and facilitate easier allergy testing initiatives to alleviate ...

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Hispanic Attitudes toward Advertising - US

“The Hispanic population continues to experience growth, primarily due to high birthrates, and this will have a significant impact on the makeup of America. Hispanics will likely experience some tension between coming of age in American society and growing accustomed to the American way of life while concurrently wanting to ...

Shaving and Hair Removal Products - US

Lifestyles of Young Adults - UK

“The internet has become the main hub of activity for today’s young adults, as over half now prefer to watch TV programmes online, rather than on the TV set. Brands would benefit from heeding this trend and adjusting their marketing mix to incorporate online sources and social media.”

Sun Protection and Sunless Tanners - US

“The sun protection and sunless tanners category is starting to show signs of struggle. There are some specific challenges that need to be addressed. Companies need to better engage with men to educate them around sun protection and grow their usage. Determining ways to increase regular sunscreen usage is also ...

Gastrointestinal Remedies - UK

“A reluctance to take gastrointestinal remedies and a reactionary rather than precautionary approach to digestive health has hindered the market in the past. This highlights an opportunity for encouraging people to take a more proactive approach to their digestive health, particularly as there is a high interest in products that ...

Men's Personal Care - US

“The men’s personal care category is expected to grow steadily into 2018. However, there are some challenges. Companies need to look for ways to better engage with older men, determine how male-specific skincare and haircare products can better compete with general market products, and improve the current shopping experience.”

Lifestyles of Dads - UK



Beauty and Personal Care - International

“Consumers are price driven when shopping the shaving category, but they also demand performance and simplicity. Products that deliver improved functionality and convenience while utilizing technology to encourage increased usage could help drive category growth.”

Men's Toiletries - UK

“Growth in the men’s toiletries market came to a halt in 2013 as fashion moved toward a relaxed image, and money-saving behaviours resulted in a reduced spend. However, the trend for facial hair creates an opportunity for male toiletries to expand into areas less catered for, such as facial care ...

“Today’s dads’ involvement in children’s lives will influence the attitudes of the next generation of parents and will shape their views on parenting and family life. Companies and brands play an instrumental role in painting a picture of what it means to be a father in modern Britain, especially considering ...

First Aid - UK

“The first aid category has remained stagnant and shown small incremental declines in value sales since 2008. The driving forces behind this are a combination of stiff competition from own-label brands, low investment in advertising and brand communication, as well as low consumer confidence in treating other people’s wounds/injuries ...