

## September 2017

### Fragrances - US

After several years of weak performance, the \$3.8 billion US fragrance market continues to see sales slide, especially in the women's fragrance segment. Heavy competition within and beyond the category has resulted in slow category growth. Despite these challenges, interest is solid in natural fragrances, customized options, and fragrances ...

### Beauty Retailing - US

"Beauty retail is big business, garnering sales in the range of \$55 billion this year. Massive transformation is occurring as the youngest generations drive the future of the market. In-store shopping and buying is strongly preferred over online due in part to specialty beauty retailers luring in customers to immerse ...

## August 2017

### Black Haircare - US

"The Black haircare market is in transition, as soft sales growth is wedged between two, very different consumer trends. One, a booming natural and regimen-focused product segment vs the precipitous sales free-fall of relaxers, which were formerly anchor products for several heritage brands. Black consumers prefer, and expect, haircare products ...

## July 2017

### Body Care and Deodorant - US

"Total sales of body care and deodorant continue on their slow and steady upward trajectory, with sales projected to increase slightly more than 2% for 2017. The tepid sales performance of this industry is a function of continued consumption of deodorant as a hygiene staple, and high existing penetration in ...

### Color Cosmetics - US

"The color cosmetics market experienced moderate growth in 2017, which represents slower gains than those seen in 2015 and 2016. While the market is saturated and some women are turning to value brands to cut costs, opportunities to reinvigorate sales include facial make-up products that offer relevant skincare benefits. Athletic ...

### Consumers and the Economic Outlook: Quarterly Update - US

"As of June 2017, the economy is still improving, wages are slowly rising, and unemployment numbers continue to fall. Consumer sentiment about their financial situation remains healthy, and most consumers don't think their finances will change (or increase) that significantly. Parents overall are somewhat more optimistic about the financial future ...