

December 2017

Suncare - UK

"The value increase in the suncare market is thanks to sun protection. Led by frequent usage rather than advances in innovation, shoppers are trading down to more basic sun protection to overcome extra expense. Aftersun remains a small segment with consumers unconvinced by its benefits, while self-tanning has fallen victim ...

Natural and Organic Personal Care Consumer - US

Natural brands continue to experience growth, an affirmation of the importance placed on ingredient safety and the role natural and organic personal care (NOPC) products play in an overall wellness lifestyle. To expand consumer penetration of these products and advance sales growth, stakeholders should highlight NOPC products as part of ...

Natural, Organic and Ethical Toiletries - UK

"Ethical considerations are very closely connected to perceptions of natural/organic, with consumers associating brands with a strong natural/organic positioning as being ethical. Ethics are important to the consumer particularly when using a brand for the first time, highlighting the importance of brands promoting their ethical credentials to win ...

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Men's Personal Care - US

The men's personal care industry is projected to reach \$4.4 billion in 2017, a 1.1% increase from 2016. While many men have a functional view of the category, they still show interest in specialized claims, added benefits, and premium products as they seek to achieve a handsome, healthy ...

Holiday Beauty - UK

"NPD in the holiday beauty sector largely focuses on convenience, with travel-sized products and on-the-go claims. However, with the majority of people choosing

Middle Adulthood and Health - US

Middle aged adults (aged 45-64) make up an important, yet often overlooked, portion of the US population, and by 2022 will account for 24% of the total US population. Today's middle agers focus on improving their adherence to healthy behaviors, remain dedicated to the essentials of health management, and pay ...

Household Surface Cleaners - US

"The household surface cleaner market experienced slow growth from 2012-17 and is expected to see sluggish growth through 2022 due to the maturity of the market. While the category encompasses six segments and several sub-segments, most of its market sales comes from only three segments: all-purpose cleaners, bathroom cleaners (toilet ...

Small Kitchen Appliances - US

"The small kitchen appliance market has grown from the year prior. Fluctuating sales within the beverage making appliance segment tempered market growth, though there are opportunities to accelerate the market. Leveraging media channels to showcase the newest models or features could help educate consumers on the increased value and convenience ...

Sleep Aids - UK

"Despite a growing culture of sleep issues in the UK, a reluctance to reach for OTC sleep aids remains; growth of the category has been compounded by developments in the tech arena as well as a preference for making lifestyle adjustments over seeking remedies. Sleep is not the expendable commodity ...

Seniors and Health - US

The number of Seniors, adults aged 65+, is on the rise, and by 2022 will account for 17.7% of the total US population. Today's Seniors are increasingly tech savvy,

Household and Personal Care - International

not to buy beauty products specifically for use on holidays there is a perceived lack of need in the sector. NPd in products by holiday type as ...

yet remain dedicated to the basics of health management. The current age of a Senior, younger (65-74) versus older (75 ...

Fabric Care and Other Washing Ancillaries - UK

"Shorter-term attributes such as scent, freshness and softness tend to drive purchase of fabric conditioners, with longer-term attributes such as maintenance of colour or shape seemingly of secondary concern. Re-engaging consumers with caring for treasured clothing rather than relying on quick, cheap replacement could be key in adding value across ...

Children's Personal Care Products - UK

"In a bid for safety, parents and brands alike turn to natural ingredients to provide gentle care. However, premium prices will still turn shoppers away as financial concerns mean less spend on non-essentials. Products that assist younger children could be a good opportunity, as well as appealing to the growing ...

Pest Control and Repellents - US

"The pest control products and services market continues to experience steady growth, reaching \$10.6 billion in 2017, a 4% increase from the year prior. Warming weather trends have stimulated pest activity, driving up the need for pest products to help maintain a pest-free home. Accelerating sales growth beyond this ...

Consumers and the Economic Outlook: Quarterly Update - UK

"Consumers' spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

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Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...

Vacuum Cleaners - US

"Vacuum cleaners are a household staple, with most of consumers currently owning one and many planning to make a purchase within the next year. High penetration and long purchase cycles can challenge growth, but innovations that answer the need for convenience can encourage premium spending. In addition, improving maneuverability, enhancing ...

Cleaning for the Family - UK

"The continued blurring of gender stereotypes in society may be slow to manifest when it comes to family responsibilities, but coming years will see more of a balance between cleaning tasks conducted by mothers and by fathers. When it comes to keeping homes clean and hygienic, families still focus on ...

Water Filtration - US

Despite consumer interest in healthy living and concerns about water quality, the water filtration category declined 3% from the year prior, reaching estimated sales of \$785 million in 2017.