

December 2013

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.”

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 ...

November 2013

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 ...

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 ...

October 2013

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 ...

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 ...