

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 ...

Skincare Ingredient and Format Trends - US

The skincare market is highly saturated, and brands are challenged by consumer demand for simplicity as well as routine shopping behavior, limiting product trial. Focusing on unique offerings to capture the attention of consumers, such as Korean skincare trends and on-the-go formats, could nurture category growth. Eco-ethical claims will also ...

November 2017

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 ...

Managing a Healthy Lifestyle - UK

"Only 15% of people thinking that they are unhealthy for a person of their age contrasts sharply with more than

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 ...

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 ...

Mature Beauty - US

For the \$37.5 billion beauty market, mature beauty users comprising 30% of the female population are a significant consumer base. However, many of their needs and interests are removed from those of trend-focused, digital savvy Millennials and iGen's. Mature consumers prioritize wellness, natural beauty, and a graceful approach to ...

Holiday Beauty - UK

"NPD in the holiday beauty sector largely focuses on convenience, with travel-sized products and on-the-go

Beauty and Personal Care - International

six in 10 people being overweight or obese. Consumers recognise the importance of getting enough sleep, having a healthy diet and exercising, but the majority are falling short on recommendations ...

claims. However, with the majority of people choosing not to buy beauty products specifically for use on holidays there is a perceived lack of need in the sector. NPDP in products by holiday type as ...

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

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 ...

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 ...

October 2017

Beauty Devices - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

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 ...

Beauty Online - UK

"Slow growth is anticipated for the online beauty market as consumers still trust in the physical. Online trust can come through guiding shoppers via clear and helpful navigation, as well as positive ratings from real users. Shoppers are wary of product recommendations from famous influencers, and appreciate the ability to ...