

March 2015

Beauty Devices - US

"There is disparity in the beauty devices market, with sales of skincare devices gaining momentum, while growth in the hair appliance market is stagnant. The promise of professional results at home is helping to drive sales of skincare devices."

Babies' and Children's Personal Care Products, Nappies and Wipes - UK

"As the baby boom shows evidence of coming to an end, it may be more relevant for the category to focus on toddlers rather than new-borns. Extending product ranges for older children and offering greater product segmentation by age could be a way to ensure the category shows growth. Greater ...

The Private Label Beauty Consumer - UK

"The media attention given to beauty products launched by discount retailers, along with a high level of NPD in the sector, has seen own-label colour cosmetics soar in popularity, taking a 53% share of the private label beauty market in 2014. However, at a total level, the private label beauty ...

Beauty and Personal Care Retailing - Ireland

"With Irish consumers keen to see more beauty ranges with natural ingredients, brands should look to innovate across beauty and personal care sectors with a focus on botanical extracts as well as newer ingredients such as argan oil to appeal to skin-conscious consumers."

February 2015

Soap, Bath and Shower Products - UK

"Retail sales declines are evident for the second year in a row in the soap, bath and shower (SBS) market (-1.2% to £638 million in 2014) as the trend of saving money on day-to-day hygiene essentials continues; consumers are maintaining their reliance on price promotions, as well as trading ...

The Drug Store Shopper - US

"Retail channel lines continue to blur with more outlets like mass merchandisers and supermarkets clambering to become consumers' primary destinations for their drug store needs including OTC and prescription medications. Traditional drug stores can no longer afford to be just drug stores, and should continue evolving their positioning as health ...

Marketing to Millennials - US

"Millennials will continue to play an increasingly important role in the workplace and the economy. In

Home Hair Color - US

"Sales of home hair color remain stagnant, as consumers are increasingly reliant on the salon for hair coloring services. Still, growth opportunities exist in the more than \$2 billion category, including hair color products that promote hair health and salon-quality results. Focusing on relatively untapped demographics, such as men and ...

Consumers and the Economic Outlook: Quarterly Update - UK

"People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

OTC Sleep Aids - US

"Building market share may require more granular outreach to consumers and targeted marketing to

Beauty and Personal Care - International

order to effectively target Millennials, brands must understand how they see themselves (and their generation overall), how they are rethinking traditional adulthood milestones, and how to market to Millennials without alienating older generations.” ...

Christmas Shopping Habits - UK

“The distinction between online and in-store retailing is becoming more and more irrelevant. For any store based retailer it is not how people buy that matters, but whether they buy from you at all. The key is to make it as easy as possible for customers to buy from you ...

Soap, Bath and Shower Products - US

“The soap, bath and shower category continues to grow steadily as a fundamental element of personal hygiene. Opportunities do exist for makers and marketers of soap, bath and shower products to improve transparency and efficacy claims, focus on the differentiated needs of the multicultural consumer, and address efficiencies in product ...

Nail Colour - UK

“Following strong growth in the nail colour market of 7% from 2012-13 to £244 million, driven by fashion favouring nail art and new textures and effects, sales stalled in 2014 at £245 million, the result of women amassing large collections of nail varnishes that are not regularly used.”

address the different needs, interests and concerns of young, active, tech-savvy 18-35-year-olds; busy parents and aging baby boomers. Key opportunities may lie in areas such as promoting natural products, mobilizing the insights offered by wearable fitness ...

Marketing to Baby Boomers - UK

“Whilst many Baby Boomers enjoy financial stability, health is a major consideration for all in this generation. Brands could benefit from focusing on this aspect through their marketing, offering help, guidance and advice to Baby Boomers with existing conditions, or positioning products as helping to keep potential health issues at ...

Nail Color and Care - US

“After years of stellar gains, sales have slowed considerably in the nail color and care category, driven largely by the cyclical nature of beauty trends and the growing impact of the salon market. Still, opportunities exist in the nearly \$2 billion category for brands and retailers to offer women ways ...

January 2015

Beauty Retailing - UK

“Department stores look most at risk from the growth in online-only retailers because both channels are biased to branded merchandise (particularly premium/luxury labels) which makes it easier for shoppers to compare prices. Where price is a major factor then people are more likely to choose the pure player over ...

Beauty Retailing - US

Hair Colourants - UK

“Despite strong grey coverage claims in the category, the oldest demographics with the most grey are less likely to colour their hair. Repositioning part-colouring techniques, such as highlighting, as ways to complement grey hair rather than covering it could be more appealing. Young men, who have more grey than young ...

Deodorants - UK



Beauty and Personal Care - International

“For many consumers, buying beauty products can become somewhat of a mundane task. Shoppers in this category have a multitude of options to choose from including where they shop and what they buy, but still, many will frequent a few favorite places, and/or buy the same brands repeatedly. Retailers ...

“Older people have traditionally not been a major target for deodorant brands due to their leading less active lifestyles than young adults, meaning that they consequently sweat less. However, with seniors leading increasingly active lifestyles, in terms of both doing more exercise and helping with raising their grandchildren, brands could ...