

## December 2018

### The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

### Incontinence - US

"The incontinence category will be the US absorbent hygiene industry's salvation, as it is the only sector with favorable demographics. An aging population and growing risk factors among younger consumers will deliver \$579.1 million in new sales through 2023 (see Market Size and Forecast). Perhaps the single biggest growth ...

### Deodorants - UK

"Standing at an estimated £404 million in 2018, the deodorants market decline has been triggered by lack of innovation and engagement. A core message of functionality appeals to a wide range of consumers, but also means mass brands share a very similar image. Changing how efficacy is advertised can create ...

### Natural and Organic Personal Care Consumer - US

"Natural brands continue to experience growth, albeit in a new direction. Clean beauty is the new green, with consumers looking for beauty products free from specific synthetic ingredients rather than synthetic-free. To expand consumer penetration of these products and advance sales growth, brands are going beyond formulations and making efforts ...

### Seniors and Health - US

"The number of Seniors, adults aged 65+, is on the rise. By 2023, the US population of Seniors will be 61.6 million strong, accounting for 23.2% of the total US population – up from 20.6% in 2018. Today's Seniors express a positive, realistic attitude toward health. Focusing ...

### Small Kitchen Appliances - US

"Bolstered by gains within the small cooking appliance segment, the overall market reached \$6.5 billion in 2018, a 2.2% increase from 2017. High penetration and long purchase cycles challenge the category from experiencing significant sales growth, as market sales rely largely on new users and trade-ups. Multi-tasking small ...

### Cleaning in and Around the Home - UK

"Brands in the cleaning market have to react to changes in the structure of households in the UK – more older consumers, more people living alone, more people living with less space, and hence less need to clean. Adapting to that will be challenging, but there are positive signs too ...

## November 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

"Financial well-being and confidence was lower in each of the three months to October than we reported

### Gastrointestinal Remedies - UK

"In a mature market, finding growth can be a challenge. Gastrointestinal remedies has faced this issue, but brands have benefited from an increase in consumers seeking to alleviate GI symptoms arising from stress,

## Household and Personal Care - International

throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

IBS and shifts in dietary habits. With these issues likely to continue, the market is set to ...

### Paint and Wallcoverings - US

"An improved economy coupled with genuine interest in décor is benefitting the paint and wallcoverings market, which is viewed as a feasible way to refresh and update the look and feel of a room. As the emerging generation of new DIYers engages in wall projects that allow them to add ...

## October 2018

### Household Surface Cleaners - US

"The household surface cleaning market is characterized by slow growth and low innovation, but there is reason for optimism. Brands are beginning to trial new formulas and formats that will enhance convenience, health, safety and the consumer experience. The market needs to adapt to changing consumer lifestyles, where there is ...

### Skin Protection - US

"Adults recognize that sun exposure has a negative impact on the appearance of their skin, and the majority of adults use sunscreen, tanning products, or sunless tanners. However, the category continues to be challenged by seasonal use. Industry players are further challenged by competing personal care products that offer sun ...

### The Private Label Household Care Consumer - UK

"The success of own-label has been underpinned by a perceived improvement in quality in recent years, helping to drive people towards these products even despite the amount of discounting on big name brands. This is raising expectations, which suggests that continued NPD is likely to be crucial to its future ...

### Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

### Water Filtration - US

"Despite widespread media coverage of lead and other contaminants found in tap water, the water filtration market experienced a decline of 0.2% from 2017, reaching \$827 million in estimated 2018 retail sales. Market struggles can be attributed to higher ownership of dispensers built into the refrigerator, positive perceptions toward ...

### Marketing to Moms - US

"The competition among brands to get moms' attention is fierce. Only a small share of moms say they have the money to pay for everything their kids want to do, meaning brands have to put in a lot of effort to make it to the top of moms' list. One ...

### Shaving and Hair Removal - UK

"As both genders feel the pressure to be hair-free, facial and body hair removal rates have seen a rise, however, the category continues to show a decline in value with little in NPD encouraging people to trade up. The beard trend shows no evidence of waning in 2018 with the ...

## September 2018

### Vitamins, Minerals and Supplements - US

"The pace of growth for the VMS (vitamins, minerals, and supplements) market remains steady, as sales are estimated to increase by 5.1% in 2018, reaching \$24.5 billion. Yet consumer emphasis on value and lack of product understanding are a challenge to the category. To best position themselves, category ...

### Vitamins and Supplements - UK

"The ongoing consumer focus on health and the continued success of demographic-specific supplements have supported growth in the vitamins and supplements category. However, with the majority of adults questioning the health promises made, improving trust is needed if the category is to grow its market penetration. Meanwhile, personalised subscriptions could ...

### Laundry Detergents, Fabric Conditioners and Fabric Care - UK

"In its bid to reverse rapidly falling value, laundry detergent brands have upped their focus on innovation that aims to reduce consumers' repertoire of laundry care products. However, in doing so, the fabric conditioners and fabric care markets are now under threat. Increased focus on skin health and the environment ...

## August 2018

### Consumers and the Economic Outlook - Quarterly Update - UK

"Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base

### Shaving and Hair Removal Products - US

"The highly saturated shaving and hair removal products market is estimated to reach \$3.5 billion in total 2018 retail sales, declining by 3.9% from 2017. Although usage of razors is nearly universal, the value-driven nature of the category, shifting expectations of shaving and hair removal, and increased competition ...

### Pest Control and Repellents - US

"The pest control market has slowed. While there are heightened concerns about insect-borne diseases, the market is maturing. Consumers are trading down to private label products, while more depend on professional services, which have moderated growth of the consumer product side of the market.

The long-term prospect for the market ...

### Bodycare and Deodorant - US

"The body care and deodorant industry continues to see slow yet steady sales growth in 2018, with future trends projected to remain comparable. Deodorant brands that focus on scent, natural ingredients, and practical claims such as staining or white marks will continue to see success. Body care brands that pique ...

rate rise will make it harder for some, but the general outlook is positive ...

## Home Laundry Products - US

"The home laundry products market is estimated to grow. While detergent dominates the market, the wide array of features and innovations offered in the laundry care segment largely contributed to category growth. Offering products that effectively, yet safely, clean all fabric types could be an opportunity for brands to post ...

## July 2018

### Medicated Skincare - US

"The medicated skincare market grew by 0.4% in 2017 and will reach an estimated \$1.1 billion in 2018; an increase of just \$14 million. Through 2023, Mintel estimates that the market will add between 1% and 3% per annum. Better prevention, oral medications, and non-medicated products will continue ...

### Air Care - UK

"More people than ever are using air care products, with the category benefiting from meeting both emotional and functional needs. However, concerns over the content of standard fresheners look to have encouraged some consumers to re-evaluate their product choices. Innovation is continuing to rise, ensuring the category remains fresh and ...

### Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

### Oral Care - UK

"In a sector where growth has ground to a halt, and is expected to remain flat for some time, oral care brands need to engage consumers more with their dental health and reduce reliance on special offers if they are to see value return. More standardised help and guidance in ...

## June 2018

### OTC Analgesics and Cold and Flu Remedies - UK

"The British population is facing a health crisis – it is getting older, more overweight and a growing culture of 'presenteeism' is resulting in many employees placing additional stress and strain on their bodies when rest and recuperation is what's needed. The OTC analgesics and cold and flu remedies market ...

### Consumers and the Economic Outlook - Quarterly Update - UK

"The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn't a one-off. Our confidence data has been running for almost a decade now, and people's assessments, both of their current financial situation and how they expect their finances to shape ...

## Household and Personal Care - International

### Oral Health - US

"Oral care sales generated \$8 billion in 2017, a modest 0.6% increase from 2016 driven by slowed growth in the toothpaste and mouthwash segments. Oral hygiene routines remain unchanged for most consumers, but around one fifth are working to improve their regimens. While they are relatively minimal, some frustrations ...

### OTC Pain Management - US

"A majority of consumers turn to some form of OTC (over-the-counter) pain management product to treat pain, with OTC internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Looking forward, consumers' need for pain treatments is not expected to change, and a ...

### Pet Supplies - US

"Americans are spending more on their pets than ever before. Pet parents increasingly look for products that align with their own personal preferences and beliefs, and are willing to spend a bit more to provide their fur babies with safe and healthy products."

- Rebecca Cullen, Household Care Analyst

### Household Care Packaging Trends - UK

"It is clear that recent coverage of plastic and the state of the oceans is impacting on how consumers think about packaging for household care products. Sustainable alternatives, recycled plastic and recovered ocean plastics are all likely to be welcomed by consumers as they seek to live more ethically. However ...

### Marketing to Millennials - US

Millennials are the largest generational group in the US and as they age they are only becoming a more important part of the consumer economy. Millennials are growing their incomes and entering new markets as they buy homes and start families. Marketers interested in reaching this group will need to ...

### Cleaning the House - US

"Most adults get involved in housecleaning on some level due to the functional need to clean. However, changes in household trends, such as the rise in pet ownership and decline of households with children, can impact how consumers clean their home. Although traditional gender roles for housecleaning are shifting, women ...

## May 2018

### Marketing Health to Millennials - US

The Millennial generation is aged 24-41 in 2018, with many in the midst of major life milestones. As this generation balances a busy lifestyle they focus on the small steps they can take to manage their wellbeing. For Millennials, health and wellness is essentially a means to looking better and ...

### Managing Stress and Wellbeing - UK

"Levels of stress amongst today's Brits are on the rise, driven by growing financial pressures and increasing workloads. This represents a burgeoning health crisis that the NHS is ill equipped to cope with, indicating an opportunity for brands and service providers to help alleviate – or even stave off – ...

### Footcare - US

"Footcare industry sales are projected to dip. The industry is slowly stabilizing after a sharp sales increase in 2015 was followed immediately by steep declines, a result of a foot smoothing device fad. Foot pain and aesthetic issues are fairly common, driving footcare product usage. Consumers prioritize functionality over brand ...

### Marketing to the iGeneration - US

Aged 11-23 in 2018, the iGeneration is the generational group that follows Millennials. Also referred to as Gen Z, to Millennials' Gen Y, the iGeneration is starting to take Millennials' place in the desirable 18-34 demographic, and marketers are investing in building relationships with this group. In some senses, iGens ...

## April 2018

### Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner, and hairstyling products market continues to post slow but steady growth, driven by gains in the shampoo segment and a stabilizing conditioner segment, buffering struggling sales of hairspray and hairstyling products. Damage concerns and preferences for natural hair looks have some consumers skipping daily washing in lieu ...

### Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

### Cough, Cold, Flu and Allergy Remedies - US

Total sales for the cough, cold, flu, and allergy remedy market reached \$9.5 billion in 2017, a 6.2% increase from 2016. The start to a record-breaking flu season has already driven an 8.7% increase in the cold and sinus remedies segment, fueled by sales of flagship, multi-functional ...

### Feminine Hygiene and Sanitary Protection Products - US

"The feminine care market is moving further towards a competitive imbalance, with P&G becoming more dominant and private label encroaching on the position of smaller players. A rapidly aging consumer base makes growth a challenge; but there are opportunities. Natural products, improving consumer brand involvement, and durable sanitary protection suggest ...

### Hand, Body and Footcare - UK

"The hand, body and footcare category showed modest growth in value in 2017, with the value of the premium segment growing at a greater rate than mass-market. Whilst the majority of people show an understanding of body skin being as important as facial skin, consumers are blurring the boundaries when ...

## March 2018

### Toilet and Hard Surface Care - UK

"The toilet and hard surface care markets are at a crossroads, with brands seeking to arrest a long-term decline in value sales. The rise of multipurpose cleaners may have actually been bad news for brands in the long run, with consumers seeing them as commoditised and interchangeable. However, eco-friendly products ...

### Women's Haircare - UK

"Growth in the women's haircare market has been driven by a continued focus on caring needs, especially

### Consumers and the Economic Outlook - Quarterly Update - UK

"People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

### Disposable Baby Products - US

"Declining birthrates and budget conscious parents have challenged growth in the disposable baby products

## Household and Personal Care - International

driven by conditioning treatments. However, as mass brands develop their own versions of salon regimes, prestige brands will need to prove their worth to remain relevant. Regardless of price point, winning brands have ...

market. Parents are unified in their views that safe product ingredients come first – or at least the safest option within their budget. Looking forward, parents' need for durable products is not expected to change, and ...

### February 2018

#### Children's Healthcare - UK

"The children's OTC healthcare market has benefited somewhat in recent years from the baby boom of 2010-12, but value is now slipping into decline. Growing pressures on the NHS could help provide some respite, with parents looking to the category to fill the gap left by a limiting of its ...

#### Drug Store Retailing - US

"A combination of an aging population and favorable market factors is expected to result in positive growth for the drug store market. However, a number of issues, such as consumers' low loyalty and desire for deals, combined with an increasingly competitive landscape will continue to pose challenges for traditional drug ...

#### Household Cleaning Equipment - UK

"The continued development of more functional kitchen rolls is a threat to household essentials like cloths and sponges. Adding extra benefits, such as antibacterial properties or the ability to use without chemical detergents, as well as replicating the convenience of kitchen rolls, is likely to be key to the success ...

#### Children and Health - US

"Illness is prevalent among children, as 97% of children younger than 12 experienced some type of illness symptom in the past year. Their weaker immune system combined with opportunities for interaction and germ spreading makes them especially susceptible to illness. The OTC (over-the-counter) children's health products market has continued to ...

#### Air Care - US

Sales in the air care industry remain nearly flat from 2016-17, contracting 0.3% to reach just more than \$6 billion. While the need to eliminate temporary smells and create a pleasant ambiance drive demand, competition from other industries, disengagement with the category, and a lack of major innovation are ...

#### Soap, Bath and Shower Products - US

"The soap, bath, and shower products market continues to experience slow, yet steady growth, benefiting from strong liquid body wash sales that are compensating for struggles in the bar soap segment. The inclusion of premium and therapeutic benefits has also helped boost sales of liquid body wash and bath products ...

#### Major Household Appliances - US

"The multibillion-dollar major household appliance market reached \$38.2 billion in 2017, and is forecast to keep growing at a steady pace through 2022. While current growth has mainly stemmed from an overall positive economy and housing market, as well as continued category innovation, future growth could be stimulated by ...

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

"Market decline continues to show the need for brands to differentiate versus own-label. This is easier in some sectors where parents seek specific claims, but mass disposable nappy brands will either need to premiumise further or devolve and compete on price. The overarching need for convenience in all sectors remains ...



## January 2018

### Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

### Beauty and Personal Care Retailing - UK

"The UK beauty and personal care market remains challenging, as weak growth in personal care continues to hinder growth in the wider market. Meanwhile, the beauty segment is driving the market, boosted by make-up and skincare trends. Many of the health and beauty specialists have reacted to these trends and ...

### Air Treatment - US

"Household penetration of air treatment devices has experienced minimal fluctuation over recent years, showing signs of a stable market. There are some non-owners of these products who report interest in owning, however a larger percentage of non-owners are not interested, primarily due to lack of need. Positioning these products as ...

### Feminine Hygiene and Sanitary Protection Products - UK

"There is a quiet revolution ongoing in the incontinence products segment. The stigma around incontinence appears to be fading, products are advertised on primetime TV, and brands are creating new designs that are more stylish and sophisticated. As the population ages, incontinence products are only going to go even more ...

### Brand Overview: BPC - UK

"The advancement of technology in the BPC sector means that brands are under more pressure to help consumers test, design and buy products on their own terms. Soon, the prospect of buying an off-the-shelf, one-size-fits-all product may become unpalatable to the most heavily engaged consumers, while even mainstream shoppers will ...

### Gifts in Beauty and Personal Care - UK

"New product development in BPC gift sets has declined in recent years, with consumers showing a preference for individual products. This may be partly driven by a desire to reduce waste, which extends to packaging. Mintel's research shows high consumer interest in functional as well as reduced packaging. Women remain ...

### Managing Your Health - US

Consumers and brands alike are talking about wellness in the face of an uncertain healthcare market and growing health issues. To bring down healthcare expenses, health management is increasingly placed in the hands of consumers who are turning to a variety of sources to improve their wellbeing and receive guidance ...

### Household Paper Products - US

"The US household paper market has shown only modest growth since 2012, due to limited usage among younger generations of discretionary products, more premium private label offerings, and challenges in differentiation in a highly functional category. Expanding appeal to younger, dynamic consumer groups, including parents and Hispanics, will hinge on ...

## January 1970

### Cookware - US





## Household and Personal Care - International

The cookware market experienced declining sales from 2016-17 in part due to competitive pressure from the growing small kitchen appliances category, lessening the need for cookware items. High penetration and long purchase cycles also challenge category growth, as market sales rely on new users and trade-ups.