

December 2014

Cosmetic Surgery - UK

“The UK cosmetic surgery market could benefit from further capitalising on the burgeoning population of adults that qualify as overweight or obese. Clinics could look at more widely marketing treatments designed to help people reduce their weight, as well as highlighting the benefits of excess skin removal surgeries.”

November 2014

Suncare - UK

“The suncare category is largely dependent on the weather, and with a wet summer in 2014, the category is predicted to decline in value by 8%. This offers opportunities for brands to advertise in the winter or position products outside the summer season. Innovations in multi-functional products, as well as ...

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Men's Toiletries - UK

“Post-recession, the male toiletries consumer remains intent on saving money on day-to-day purchases, and fashion trends continue to stunt certain markets such as shaving and hair removal. As a result the market has plateaued, however a number of opportunity areas exist for brands such as catering to a tween audience ...