

June 2014

Body, Hand and Footcare - US

“In spite of being a mature market, the body, hand, and footcare market holds opportunities for brands that emphasize therapeutic skincare and packaging innovation that reinforces ease of use and convenience. Targeting relatively untapped demographic groups such as men, older shoppers, and multicultural consumers also presents brands and retailers with ...

May 2014

Oral Care - US

“Oral care sales are expected to grow modestly into 2018. However, there are ways for companies and brands to accelerate sales growth, which include influencing consumers to adopt more complex oral care routines, provide better outreach to underserved consumer segments, and grow toothbrush sales.”

Facial Skincare - US

“Despite slow sales growth and the highly saturated nature of the facial skincare category, the market does hold opportunities for products that emphasize gentle skincare, function, and convenience. At the same time, the changing landscape of the facial skincare category presents both challenges and opportunities for brands and retailers to ...

April 2014

Shampoo, Conditioner and Hairstyling Products - US

“The haircare category has experienced steady gains, though sales of styling products and treatments have struggled. Styling products and treatments that engage men and an aging population as well as reinforce healthy looking hair should help boost segment sales.”

Feminine Hygiene and Sanitary Protection Products - US

“Growth of feminine care products has been minimal in recent years, as the market is up against several challenges. Women are having fewer, lighter periods, contributing to declining usage of sanitary protection, specifically tampons. However, an aging population and increased interest in cleansing products bodes well for the category ...

Disposable Baby Products - US

“Disposable baby product sales are expected to be stagnant to declining into 2018. To boost sales and stave off competition from private label, companies and brands should consider expanding the current category and better engage Hispanic parents.”