

September 2016

Consumers and the Economic Outlook: Quarterly Update - UK

"For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people's ...

Vitamins and Supplements - UK

"Increased NPD and investment in marketing helped return healthy growth to the vitamins and supplements market in 2015. Demographically positioned vitamins proved among the biggest success stories of the year, reflecting consumer demand for more targeted health solutions and indicating that brands could generate more interest in the category by ...

Fragrances - US

"Performance in the fragrances market has been lackluster due to the saturated nature of the category, increased competition from scented personal care items, and apathy among shoppers. Interest in natural claims can present opportunities for brands to better reach consumers, while custom or boutique fragrances may encourage increased consumer spend ...

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Color Cosmetics - US

"The \$10.8 billion color cosmetics category is anticipated to experience gains in 2016 despite an intensely competitive category landscape. Category growth is highly dependent on new product development as inspired by trends in fashion and beauty. Furthermore, the trend-driven nature of the market can cause sales to be somewhat ...

Black Haircare - US

"The Black haircare market is experiencing soft sales similar to mainstream haircare. Estimated 2016 expenditures by Black consumers on haircare products are about \$2.5 billion as Black consumers flock to

Marketing to Moms - US

"Moms today are having their first child later in life and are choosing to have smaller families. Increasing childcare costs and limited benefits for working moms (such as paid maternity leave), are leading more moms to consider staying at home. Ultimately, moms today are proud of their parenting decisions and ...

Seniors and Health - US

"The number of Seniors, adults aged 65+, is on the rise and by 2021 they will account for 17.3% of the total US population. Seniors are generally optimistic about the future and are investing in their health despite the health challenges that naturally come with aging. The current age ...

Luxury Goods Retailing - International

"The global luxury market continues to grow steadily, rising by 10.4% to €142 billion in 2015. The shift from wholesale to retail among leading brands has provided a boost to the value of the market and this strategy offers an opportunity for luxury players to strengthen their high-end positioning ...

Pregnancy - US

"The US continues to experience low birth rates. Despite this, the topic of prenatal and postnatal maternal health care for women continues to intensify and brands and companies have an opportunity to be a part of this

Beauty and Personal Care - International

brands that cater to their specific haircare needs. Despite soft sales, several brands are making inroads within the category ...

Beauty and Personal Care Gift Sets - UK

"Beauty sets remain a popular gift choice, particularly at Christmas, with high levels of festive spending keeping the market afloat. Beauty-conscious young women are most likely to ask for sets as gifts, or buy for themselves to save money on individual products. However, older consumers are less likely to buy ...

conversation. Women are up against many health ailments, affecting both the mind and ...

Fragrances - UK

"The fragrance and body spray category has shown a decline in value in 2015 which is expected to continue into 2016 as savvy shopping behaviours persist. However, high consumer interest in fragrances with niche characteristics, such as the use of natural ingredients and high concentrations of perfume extracts, could encourage ...

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Black Consumers and Beauty Products - US

"The growing Black population, which includes a large share of iGeneration and Millennials, and interest in natural products are key positive drivers. Nurturing highly engaged consumer segments will also be important for market growth."

Digestive Health - US

"After experiencing solid sales in 2014-15, growth in the digestive health market is expected to soften somewhat in 2016. The majority of consumers are turning to some form of OTC (over-the-counter) digestive remedy for treatment, with antacids accounting for the largest share of all digestive health remedy sales. Looking forward ...

Marketing to Baby Boomers - US

Baby Boomers are aged 52-70 and are making the transition from parents to grandparents and from full-time employment to full-time retirement. Although Baby Boomers have entered the second half of their lives, they don't necessarily feel "old" and want to continue to have exciting, active, and fulfilling lives.

Medicated Skincare - US

"The rate of growth for medicated skincare market continues to decelerate. Anti-itch treatments remain the strongest performing segment, while foot medications, cold sore treatments, and skin growth removers continue to stagnate. Alternative treatment methods – from self-healing to home remedies and prescription care to general skincare – further exasperate the already ...

Body Care and Deodorant - US

The \$6 billion body care and deodorant market has shown fairly stable growth in recent years. Near universal routine usage of deodorant and body care presents both opportunities and challenges for future growth. Spray formats, natural formulations, and the integration of added benefits have propelled consumer interest in the market ...

Colour Cosmetics - UK

"New products, beauty bloggers and innovative campaigns will all ensure sales in the colour cosmetics market remain buoyant in 2016. Women are interested and engaged in the market, enjoying browsing stores and reading marketing communications. Understanding the needs of demographic groups, such as traditionally minded seniors and ethnically diverse Millennials ...