

## September 2015

### Marketing Health to Men - US

"More than half of men consider themselves healthier today than they were a year ago, yet men remain most at risk for many health problems. When it comes to managing their health men rely on exercise, a positive mental attitude, and VMS (vitamin, mineral, or supplement). Motivation is the greatest ...

### Food and Non-food Discounters - UK

"In both food and non-food retailing discounters are making a big impact and they still have some way to go. We expect a period of consolidation in non-food discounting which will begin with Poundland absorbing 99p Stores. But even with that bonus Poundland and its multi-price peers led by B&M ...

### Vitamins, Minerals and Supplements - US

Traditionally, sales in the vitamins, minerals, and supplements market have been driven by older consumers who are more engaged in the category. Now, brands are attempting to increase use among younger adults by focusing on short-term benefits, such as vitamins that address beauty concerns as well as provide energy or ...

## August 2015

### Marketing Health to Women - US

"Half of women consider themselves healthier today than they were a year ago. Generally, women are engaged in some aspect of their health – whether taking a vitamin, mineral or supplement, eating a healthy diet, exercising, or staying positive – yet express the most concern over the effects of stress ...

### Home Laundry Products - US

Sales of home laundry products continued a slow decline in 2015 as consumers took advantage of discounts and

### DIY Home Improvement and Maintenance - US

The DIY home renovation market is on the rise in an improving economy as more consumers engage in discretionary projects to fix up their homes. Prospects for continued growth look good as the emerging generation of new DIYers engages in projects that allow them to add a personal touch to ...

### Vitamins and Supplements - UK

"Value sales of vitamins and mineral supplements flatlined in 2014, as reduced NPD (New Product Development) and a shift towards healthier diets impacted consumer interest in the market. Sales of demographically targeted vitamins continued to fare well, however, reflecting the consumer desire for personalisation."

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

"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

### Black Consumers and Haircare - US

## Household and Personal Care - International

promotions and other ways to save money. Still, ample opportunities exist in the \$12.4 billion category for marketers and retailers that offer consumers ways to simplify the laundry process and improve ...

"Haircare is perhaps one of the largest areas of consumer expenditures among Black consumers. Hair is an important part of Black consumers' image – it shapes their identity and sends a signal to the world of who they are as a person. With the variety of ways that Black consumers ...

### The Green Household Consumer - UK

"Performance and price dominate consumer considerations when it comes to shopping for household care products, with other factors, including environmental impact, falling by the wayside. A focus on the potential health benefits of eco-friendly formulations in addition to their minimal impact on the environment could help to drive consumer interest ...

### Laundry Detergents and Fabric Care - UK

"A focus on fragrance and more premium products has helped encourage shoppers to trade up and expand their product repertoires; in-wash scent boosters and antibacterial laundry cleaners in particular have created new product categories and helped return the market to growth. The next challenge for the sector is to encourage ...

### Eyeglasses and Contact Lenses - US

"Strong sales of contact lenses, driven by more widespread use of daily contacts and higher consumer spend, have boosted the eyeglasses and contact lenses market. The market will likely experience further growth due to an aging population as well as product innovations that address a wider variety of vision concerns ...

## July 2015

### Digestive Health - US

"The OTC digestive health market experienced solid growth, posting gains since 2013, with similar growth trends expected through 2020. The majority of consumers turn to some form of OTC digestive aids to treat gastrointestinal distress, with antacids accounting for the largest share of all digestive health remedy sales. Looking forward ...

### Shopping for Household Care Products - US

Long after the official end of the recession, getting the lowest price remains a key objective of household care product shoppers. This interest in savings, along with retailers' and manufacturers' willingness to play into it with discounts and promotions, helps to explain why most major household care categories have experienced ...

### Healthy Dining Trends - US

As Americans continue to be plagued with chronic diseases, such as obesity, cardiovascular issues, diabetes, etc, there is rising interest on the part of consumers to eat for better health. Since they visit restaurants so often, they seek better-for-you (BFY) restaurant foods. However, foodservice operators still struggle with providing foods ...

### Health and Fitness Clubs - UK

Nearly four fifths of UK adults have at least one health or fitness goal, yet only 12% currently use a gym. However, the indications for the private health and fitness club sector remain promising, with the continued rise of budget gyms helping to break down the barriers associated with more ...

## Household and Personal Care - International

### Shopping for Household Care Products - UK

"Competition for spending in the household care market has been increasing, with the growth of discount retailers as a source of purchase posing a threat to the dominance of the big four supermarkets. Promotional offers will therefore remain a key weapon in the battle to retain customer loyalty, including those ...

### Home Linens - US

"Opportunities exist in the home linens category for brands to emphasize product innovations, such as linens that prevent bed bugs or that improve sleep, as well as focusing on quality in order to attract consumers. Brands can also market toward younger consumers aged 18-44, who are in need of a ...

### Contraceptives - US

"After years of focusing on protection benefits, contraceptive brands have shifted to promoting other sensorial benefits, helping to stabilize category growth. The market is driven largely by male condom sales; however, with the recent change in OTC availability of emergency contraceptives, sales improved for the female contraceptive segment as well ...