

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

Complementary and Alternative Medicine - UK

"The CAM market has enjoyed relatively strong sales growth in recent years, bolstered by an ageing population seeking musculoskeletal treatments and the booming healthy living trend. Opening CAM treatment centres in business districts and shopping centres could now help to increase accessibility to the market, whilst further promotion on online ...

Mature Beauty - UK

"As life expectancy increases, the definition of 'old' is ever changing and marketers are slowly catching on to this. Recent years have seen the use of older models in advertising, whilst NPD sees a number of niche brands targeting the specific needs of older women. However in-store environments are yet ...

November 2015

The Savvy Beauty Consumer - UK

"Although the economy has entered recovery, savvy shopping behaviours have become engrained in consumers' minds, and they remain drawn to sales, multi-buys and discount retailers. While brand loyalty has helped dampen the effect of savvy shopping on primary beauty markets, such as colour cosmetics; hygiene-oriented markets, including soap, bath and ...

Suncare - UK

"Usage of suncare protection continues to be dependent on the weather, with value falling across 2014-15 in line with lower levels of sunshine. Looking forward, suncare brands can further align themselves with the skincare category in order to position their products as an integral part of a daily skincare routine ...

October 2015

Anti-Ageing Beauty - UK

"The anti-ageing beauty markets benefit from a society which is perceived to prioritise youth; a pressure felt most strongly by women. The ageing population, coupled with men's changing attitudes towards beauty and grooming, is set to expand the user base, although traditional topical products may be threatened as treatments and ...

Inside-Out Beauty - UK

"There is a strong consumer perception of appearance through health; however usage of beauty supplements remains low which may be driven by low knowledge of beauty ingredients, as well as the high cost of products. Targeting the mass market could secure growth for the category, in addition to raising awareness ...