

March 2011

Soap, Bath and Shower Products - US

The U.S. market for soap, bath and shower products sold through food, drug, and mass merchandiser channels is driven by consumer demand for fragrance and moisturization in their shower products in 2011, as evidenced by the results of Mintel's exclusive consumer survey, in which respondents cite these attributes as ...

Disposable Baby Products - US

The market for diapers, training pants, cleaning products and wipes is highly saturated. However, there are opportunities for retailers, as well as manufacturers, of disposable baby products that focus their product development and marketing efforts keenly on the needs and preferences of consumers, especially mothers.

February 2011

Anti-aging Skincare - US

The U.S. market for anti-aging skincare products sold through food, drug, and mass merchandisers (FDMx) experienced decelerating sales in 2010 as the economy forced many budget-conscious consumers to cut back on non-essential items as their spending power for such items shrank. Further deceleration and even losses were prevented by ...

Antiperspirants and Deodorants - US

The antiperspirant/deodorant market is very mature and highly competitive. While many companies have struggled to achieve growth in this environment, some firms have made significant gains with specific types of products and a consumer-centric approach to product development and marketing.

January 2011

Hand and Nail Care and Color - US

The U.S. market for hand and nail color and care products sold through food, drug, and mass stores is enjoying resurgence in DIY nail care, as the struggling economy favors more affordable home care products rather than a costly salon visit. As consumer confidence lags, unemployment rates stagnate and ...