

## October 2019

### Men's Attitudes towards Haircare and Skincare - UK

"Although men are engaged in their beauty and grooming routines and show high purchase of hair and skincare products, brands and retailers are still not capitalising on male interest in these categories. Despite high interest in male brands, mass-market retailers continue to have limited availability of male-specific lines. Men turn ...

## September 2019

### Home Laundry Products - US

"In 2019, home laundry products are estimated to increase. While the market enjoys strong penetration – as nearly all consumers purchase laundry products – industry players are challenged to generate meaningful sales growth due to shoppers' habitual approach to the category. Mintel projects continued modest growth of laundry products from ...

### Air Care - UK

"The air care market is facing a paradigm shift away from being a functional category, and towards one more closely aligned with the wellbeing sector. Supporting consumers by being more transparent about products and innovating to cater to emotional desires will help brands achieve a superior consumer connect and stand ...

### Marketing to Moms - US

"Moms are responsible for most household and childcare duties, meaning that they are the key decision makers when it comes to what their families eat, wear, and watch. However, this also means moms are being pulled in a million different directions and may not have the time or the inclination ...

### Vitamins and Minerals - US

"The vitamins and minerals market remains steady, with the majority of adults currently taking at least one

### Vitamins and Supplements - UK

"The strong focus on diet for health benefits and the growing availability of fortified and functional food and drink present major challenges for the VMS market, making it even more important for products to create compelling standout. Organic products, fun formats with exciting flavours and vitamins/supplements tailored to individual ...

### Managing Skin Conditions and Allergies - UK

"Own-label, one-a-day allergy relief tablets look to have been a victim of their own success – driving down spend and purchase frequency. Indications are that allergies are rising, but the forecast for allergy relief remains bleak unless interest can be invigorated with alternative formats or enhanced product positioning. When it ...

### Shopping for Household Care Products - UK

"Shopping for household care products is largely planned in advance, and is done alongside groceries, rather than in its own right. The way that consumers shop lacks imagination and the market suffers as a result. Brands and retailers need to try to encourage more of an attitude that shopping for ...

### Men's Personal Care - US

"The men's personal care market, currently valued at more than \$4.4 billion in annual sales, has been growing

## Household and Personal Care - International

vitamin or mineral. While younger consumers are driving demand for innovation and personalization, traditional formats and formulations continue to be important to overall market strength. However, a demand for natural, specifically whole food ...

steadily since 2014. This growth is largely driven by men's interest in personal hygiene essentials such as shampoos and deodorants. As traditional gender norms continue to shift, promoting themes of beauty ...

### August 2019

#### Approach to Health Management - US

"Consumer spending on health-related services and products increased significantly from 2013-18, and a slowdown is nowhere in sight. Health management is universal, with many people placing significant pressure on medical professionals to guide their health and wellbeing through product recommendations and ailment and wellbeing care. With the foreseen doctor shortage ...

#### Sexual Health - UK

"Messages around the importance of safe sex have quietened in recent years, in tandem with reduced outlay on promoting condoms, resulting in value sales of condoms – the largest segment – continuing to slide – and pulling down overall category value as a result. Society has become more open about ...

### July 2019

#### Oral Care - UK

"Oral care routines rarely change for consumers, creating a challenge for brands that they need to overcome. However, consumer interest in their own health and wellbeing, and their understanding of how oral hygiene impacts on them emotionally means there is an opportunity for brands to insert themselves into regular consumer ...

#### Bodycare and Deodorant - US

"The bodycare and deodorant market continues to experience slow, yet steady sales growth, reaching \$6.5 billion in total 2019 retail sales, an increase of 3.4% from 2018. Incorporating added benefits or unique formats typically found in facial skincare into bodycare can help brands boost engagement and sales. Deodorant ...