

## May 2022

### Major Household Appliances - US

"The pandemic provided the impetus for Americans to use their home differently, which has in turn created new perspective for what is important when purchasing a major household appliance. Buying an appliance is more than a purchase based on a need. Stylish designs, smart functionality, health/wellness, sustainability and efficacy ...

### Intimate Hygiene and Sanitary Protection Products - UK

"The sanitary protection segment of the market continues to struggle to grow its value, although an ageing population and rise in conditions that have strong risk factors for incontinence look favourable for future incontinence product value sales. The impact of single-use products is increasingly front of mind for retailers and ...

## March 2022

### Cleaning the House - US

"Cleaning habits have shifted slightly in the past year as virus concerns lessen slightly and consumers return to some old routines and lifestyles, resulting in more time spent outside of the home. This poses a potential challenge for category participation, as health and time were two major assets driving heightened ...

### Children and Health - US

"The children's health category continues to have a wide reach, with approximately 74% of parents relying on OTC remedies and VMS products to maintain their children's health. Market sales remain strong, at \$3 billion, despite lingering pandemic uncertainty and rising inflation. Mintel predicts that the children's health market will grow ...

### Household Paper Products - US

"Few events have the power to turn the products of a mature, highly-saturated market into a rare commodity, but that's what COVID-19 did to the household paper market. When the pandemic struck in 2020, the category posted 20.9% growth and added more than \$4 billion in sales for the ...

### Skin Conditions - US

"The lifestyle shifts and health concerns brought on by the pandemic had a varied impact on skin condition routines and product usage. While certain segments were challenged by limited time spent outside of the home, greater focus on physical skin health and mental health, as well as heightened personal hygiene ...

## February 2022

### Drug Stores - US

"Drug stores sit in a mostly comfortable position currently as the channel has seen increased sales from COVID-19 vaccinations, boosters and prescription fulfillment. While the channel holds a small lead in terms of where people shop for healthcare needs, retailers face heavy competition from the likes of mass merchandisers and ...

### Soap, Bath and Shower Products - US

"After experiencing skyrocketing growth in 2020 due to stockpiling behaviors, SBS sales are expected to decline in 2021, which is a reflection of the market rebalancing itself. However, market sales are not expected to return to pre-pandemic levels, thanks to a renewed focus on hygiene and wellness. Consumers' intention to ...

### Suncare and Skin Protection - US

“After taking a short-term hit in 2020 due to social distancing measures and travel restrictions, sunscreen and skin protection sales are heating back up, thanks to the widespread distribution of vaccines and consumers’ elevated focus on skin health. However, encouraging consumers to use sunscreen during colder months and indoors is ...

### January 2022

#### Aircare - US

“Following 2020’s accelerated growth brought on by the pandemic, 2021 category sales were tempered yet still in the double-digits, reflecting both the lingering nature of the pandemic’s impact balanced with, for many, a return to some old routines and lifestyles, such as increased time outside of the home. However, the ...