

**December 2011**

## Household Hard Surface Cleaning and Care Products - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

## Vitamins and Minerals - US

The U.S. vitamins and minerals market experienced strong sales through food, drug, and mass channels between 2006 and 2010, before decelerating significantly in 2011, mostly because the economy continues to stagnate and consumers are looking for ways to cut household costs. However, the future appears to hold promise for ...

## Small Kitchen Appliances - US

The small kitchen appliances (SKAs) market has shown growth despite the economic downturn, likely driven by consumers cooking more at home and paring back on coffee shop purchases. This report probes opportunities for sustained growth as an improved economic outlook may start leading consumers back to restaurants and coffee shops ...

## Suncare - UK

“Poor summer weather has contributed to the 2% decline in total suncare value sales between 2009 and 2011. According to Cancer Research UK, people still need UV protection when the sky is cloudy as clouds are not a good shield against UV radiation. If consumers can be convinced that sun ...

## Healthy Snacking - UK

“That half of users find the health claims on healthy snack packaging to be confusing suggests potential for snacks to gain standout in the category through focusing on fewer, clearer and more tangible health messages. These claims could include those that feature most highly in the consumer research, like low-fat ...

## Household and Personal Care - International

## Lifestyles of Baby Boomers - US

Economic concerns are the underlying theme of the lifestyle changes made by many of the nation's Baby Boomers. Since the recession officially ended in 2009, there have been few positive developments regarding the tepid state of U.S. economic growth. With retirement funds ravaged, jobs scarce, and costs for necessities ...

## Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

## Household Hard Surface Cleaning and Care Products - UK

“Although well-known brands dominate the market, shoppers are particularly price-conscious when buying hard surface cleaners and are reluctant to pay more than they need to for a particular brand or for environmentally friendly products. Special offers will remain one of the biggest factors determining choice during the continuing incomes squeeze ...

## Oral Hygiene - Europe

European sales of oral care products have had mixed fortunes of late, with the recent economic recession making consumers increasingly price-conscious, and resulting in some lacklustre performances in the Big 5 European markets. However, growing demand for specialist and value-added products is supporting sales, as is improved consumer awareness of ...

## Healthy Snacking Consumer (The) - US

According to Simmons NCS/NHCS, nearly two thirds of respondents often snack between meals; yet, only 27% report usually only snacking on healthy foods. Although this represents a small share of highly-committed healthy snackers, the incidence for occasional healthy snack consumption is far-reaching.

## Air Fresheners - US

Sales of air fresheners are on the decline, and Mintel finds that this downward trend is not solely the result of the economic downturn, with air care products outside of the freshener market becoming increasingly competitive, and widespread negative perceptions among consumers about the product category. This report provides marketers ...

## November 2011

### Marketing Health to Women - US

Overall, women demonstrate a high level of interest in health—including products like online tools to manage health, vitamins and supplements, and fresh foods. Subgroups, such as moms and Baby Boomers, have an increased health interest and are prime target demographics for health products. Over the next five years, the population ...

### Dieting Trends - UK

“Despite the concerns of political commentators about David Cameron’s encroaching ‘nanny state’ politics, there is reason to believe that consumers might require more guidance with regards to healthy eating.”

### Teen Lifestyles - UK

“Highly social, technically adept and with a firm belief in the value of being popular, attractive and fashionable, teenagers outwardly display many of the beliefs and insecurities that most adults still hold onto, but who have in many cases learnt to conceal, through choosing the responses that they know to ...

### Shaving and Hair Removal - US

Estimated at nearly \$2.1 billion in 2011, the FDMx shaving and hair removal market has been moderately impacted by the economic downturn, and is expected to post an inflation-adjusted gain of 1% from 2006-11. Because the market consists of products that people will always need or want to use ...

### Baby Boomers Across Seven Categories - US

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

### Gastro-intestinal Remedies - Europe

The gastro-intestinal (GI) remedies market in the big five European countries combined, ie GB, France, Spain, Italy and Germany, was valued at €1.9 billion in 2010.

### Laundry Habits - UK

“Laundry patterns are gradually changing, with more men under the age of 55 sharing the responsibilities and consumers responding to the manufacturer push to run more wash loads on lower temperatures and shorter cycles to save energy. A strong desire for clothes that always smell fresh also suggests a need ...

### Sun Protection and Sunless Tanners - US

The U.S. sun protection and sunless tanner market sold through food, drug, and mass stores (not including Walmart) continues to benefit from an increasingly educated and aware consumer public that seeks to avoid damaging UVA/UVB rays that cause melanoma and skin aging. While sunscreen and suntan lotions have ...

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

## October 2011

### Air Fresheners and Air Care - Europe

"One of the focus areas of recent product innovation has been continual or automatic scent release, with increasingly sophisticated fresheners now allowing the user to control the intensity of fragrance and the time intervals for fragrance release. However, the way a freshener releases the scent is only important to a ...

### Men's Grooming and Shaving Products - UK

"The over-45s are low volume users of male grooming products. With the ageing of the UK's population, more men need to be encouraged to maintain their grooming routines as they age and pass retirement age. Anti-ageing products that are marketed using well known personalities that older men can relate to ...

### Air Fresheners and Air Care - UK

"While air care products are widely used, using them continually or most days is less common than occasional usage. A large proportion of people are still put off using air fresheners as they see them as artificial, so brands need to reach out to those who want to maintain a ...

### Children's Lifestyles - UK

"Being the digital natives, today's children are well versed in all aspects of technology and the internet, and despite the age restrictions, an estimated 0.97 million children aged 7-12 use Facebook on a daily basis. Friends' acceptance is an important factor driving social network adoption, but peer influence is ...

### Marketing Health to Men - US

### Hair Styling Products - Europe

"While many beauty and personal care sectors have benefited from the recession, as they offer a relatively inexpensive way for women to treat themselves, hair styling products do not fall within this category and sales have struggled. Innovation in products that can repair and protect the hair from environmental damage ...

### Vitamins and Supplements - Europe

The vitamins and supplements market has traditionally benefited from consumers' growing interest in self-diagnosis and self-medication of ailments and in looking after their health to prevent illness. This includes taking dietary supplements to ensure they are getting all the nutrients they need.

### Home Furniture - US

The effects of the recession and the negative impact on the U.S. housing market caused home furniture sales to decline significantly in 2008 and 2009 (the primary recession years) with many consumers postponing furniture purchases. A rebound was seen in this sector with growth in 2010 and 2011 due ...

### OTC External Analgesics - US

Category sales for OTC external analgesics have recovered to pre-recession levels, and a number of factors are in place to drive greater growth: an aging population, rising arthritis rates, trends in self-care, and more. This is a time of considerable opportunity, and this report explores the growth in this market ...

### Men's Toiletries - US

## Household and Personal Care - International

Marketing health to men is not always an easy endeavor, as men are far less likely than women to regularly visit their doctor, report illnesses or buy health products. However, as the population of men aged 55+ continues to grow over the next five years, the need for quality health ...

Despite the fact that unemployment numbers are still high (9.1% as of September 2011) and household income is down in the U.S., interest in the men's grooming market is not waning. U.S. retail sales are estimated at \$2.4 billion in 2011, with deodorant/antiperspirants leading the ...

### September 2011

#### Marketing to Mums and Mums-to-be - UK

"With women putting a higher priority on their education, careers and financial stability, the average age of becoming a mother has gone up to 29.5 years. With 2.8 million breadwinner mothers in the UK, partners play an increasingly important role in the upbringing of their offspring, even though ...

#### Marketing to Dads - UK

"Despite the fact that more women than ever have careers, fathers still assume the traditional role as breadwinner. However, economic uncertainty and instability in the job market, compounded by the rising cost of living, puts fathers under significant pressure to provide for their families. Today's fathers prioritise working over family ...

#### Vitamins and Supplements - UK

"Over a half of adults do not take vitamins and supplements as they feel they get all the vitamins and minerals they need from their diet. Perhaps supplements manufacturers could expand their brands into foods such as vitamin and mineral enhanced cereal bars and yogurts in order to boost usage".

#### Toilet Cleaning and Care - Europe

"Toilet care products are essential items and enjoy high usage rates. However, the economic recession has hit consumers hard, and in turn market value has suffered. According to Mintel research, in all the Big 5 European countries except France, promotional offers are now regarded as a more important purchasing factor ...

#### Glasses and Contact Lenses - US

U.S. sales of eyeglasses, contact lenses and eye care products formed an estimated \$23.3 billion market in 2011. Sales growth is flat due to poor economic conditions, downward price pressure on complete pairs of glasses, and infrequent replacement of frames/lenses. OTC sales of reading glasses are the ...

#### Toilet Cleaning and Care - UK

"Underpinning the strength of the market is the large and growing number of toilets in UK households and the strong desire among consumers to maintain high standards of toilet care. The market has some strong brands, but the leading three brands in specialist toilet care are facing increased competition during ...

#### Fitness Clothing - US

At the crossroads of sports, fashion and popular culture, the fitness apparel market boasts some of the best-established brands in the world. This report explores how the macroeconomic landscape, national fitness activity and demographic changes are shaping the market. It hones in on the recent performance, sales, branding and marketing ...

#### Pet Supplies - US

The pet supplies market has performed well in the challenging economic climate of the last several years, posting steady yearly gains between 2006 and 2011. Driving these results is most likely the central role that pets play in their owners' lives and the increasingly pervasive view among owners that pets ...

#### Children and Obesity - US

#### Functional Food and Drink - UK

## Household and Personal Care - International

According to the National Health and Nutrition Examination Survey, as recently as 2008 nearly 17% of kids in the U.S. are obese, which is triple the percentage in 1980 and amounts to no less than an epidemic. There are myriad reasons for the catastrophic rise in obese kids, but ...

Estimated value growth of 32% over 2006-11 saw the functional food and drink market reach £785 million. The market has benefited from consumers' efforts to be healthy but it also continues to face some sizeable challenges. There is a debilitating level of consumer cynicism towards functional health claims and 75 ...

### British Lifestyles - UK

The cost of living is rising and we are changing the way we shop as a result. Forced to evaluate our spending, we are increasingly becoming savvy shoppers with half of us no longer wanting to pay full price for anything. Brand loyalty is one of the biggest victims of ...

## August 2011

### Men's Grooming - Europe

The male grooming category in the Big 5 European countries combined, UK, France, Spain, Italy and Germany, was valued at €6.6 billion in 2010. Since 2005, the market has grown by just 8%, as men show as increasing interest in personal appearance and image but price promotions put a ...

### Fabric Care - Europe

European fabric cares markets are mature and saturated. Growth is driven by innovation and marketing support by the multinational laundry brands. Stain removers have benefited from consumers' desire to save money by cutting down on dry cleaning; although they are challenged by the growing stain removing efficiency of concentrated laundry ...

### Black Haircare - US

The FDMx Black haircare market was not immune to the recession, posting an inflation-adjusted decline of 6% from 2006-10. Despite this cumulative decline, the \$185 million market appears to be on the road to recovery, expected to post its first real-term gain of 4% in 2011. The positive results are ...

### Pet Food - US

The increasingly prevalent view among pet owners that dogs, cats and other pets are members of the family has helped to insulate the pet food industry from the full force of the recession and its aftermath. Indeed, pet owners' abiding concern for the health and well-being of their pets is ...

### Children's OTC and Healthcare Products - UK

"Fewer than one in five parents consults a pharmacist for health advice. The National Pharmacy Association's annual Ask Your Pharmacist Week could place more focus on the pharmacist's role in helping parents diagnose their children's ailments and providing OTC solutions, so that pharmacists are viewed by parents as a first ...

### Cookware - US

While sales in many categories declined sharply in 2008 and 2009, cookware, bakeware, and cutlery sales actually remained quite stable during the recession, in part because the downturn drove many to spend more time cooking and entertaining at home. Moreover, a growing number of Americans are expressing an interest in ...

### Candles - US

### Adult Obesity - US

## Household and Personal Care - International

Mintel's report *Candles—U.S., August 2010* noted that candle sales fell between 2008 and 2010 as a result of recessionary pressures, which drove millions of Americans to embrace frugality and take steps to minimize discretionary spending. Nonetheless, since then FDMx sales of some candle brands have defied the downward sales ...

Adult obesity in the U.S. has reached epidemic levels. More than a third of adults are obese in 2011, due to increased calorie consumption, lack of exercise/sedentary lifestyles and an economy that is forcing many consumers to choose more affordable meal options that contain very little nutritional value ...

### Fabric Care - UK

"The market was boosted during 2010 by the entry of P&G's Ariel brand into stain removers, but the sector faces a challenge in continuing to encourage more people to buy separate fabric care products when laundry detergents and fabric conditioners are also offering added benefits, such as colour care and ...

### Marketing To Young Couples - UK

There are almost 16 million adults aged 16-34 living in the UK of which almost three in ten (4.6 million) are either married or living with their partner. The length of time that they have been together as well as the commitment that they have made to one another ...

## July 2011

### Leisure Centres and Swimming Pools - UK

"There is a major opportunity for trusts and contractors to diversify into budget gyms, which is a fast-growing sector within the private health and fitness industry. They could do this both on their own accord (eg by opening their own private facilities independent of councils) or by opening smaller 'infill' ...

### Sexual Health - UK

"Many years ago Katherine Hamnett's T-shirt designs incorporated a small condom pocket – could this return as a design feature, either by way of a condom brand extending into the underwear market or as a special line designed by an underwear company such as Calvin Klein?"

### Women's Bodycare and Depilatories - UK

"Women are plagued with any number of body issues and while body care products are available on the market to treat every conceivable aesthetic problem, half of women are likely to opt for a general-purpose moisturiser. Brands that deliver measurable results could potentially turn this around. In face care, for ...

### Marketing to the Modern Family - UK

Running analysis on Britain's parents, Mintel has identified four mutually exclusive groups based on how close-knit their relationship with their children is. These groups will be analysed in greater detail within this report. This report identifies the key characteristics of each family typology and helps understand their relationship with their ...

### Vacuums - US

The \$2.7 billion vacuum market has continued to face challenges as low consumer confidence and a depressed housing market have limited market growth. After a steep drop in sales in 2008, in 2009 and 2010, growth has been positive, but modest. Interest in sanitizing steam mops, bagless uprights and ...

### Residential Flooring - US

Even though sales of flooring products fell from \$19.6 billion in 2009 to an estimated \$16.3 billion in 2011, the category is full of new opportunities. This report explores them, along with specific recommendations for capitalizing on the changing landscape of the flooring category. Some of the topics ...

## Household and Personal Care - International

### Household Cleaning Equipment - UK

"In a market where own-brand purchases are most common and price is the major factor influencing the choice of cleaning cloths, brands face a challenge in encouraging shoppers to pay a bit more for their products. Durability presents the best scope for encouraging shoppers to pay a little bit more ...

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.

### Conditioners and Treatments - Europe

The big 5 European countries put on a varied performance in regards to sales of conditioners and hair treatments in 2010, with market value up in France, Spain and the UK, but Germany and Italy posting a modest decline. Valued at €414 million, France is by far the largest market ...

## June 2011

### Marketing to the Boomerang Generation - UK

The recession that began in 2008 has had a profound impact on the availability of jobs and has made it increasingly difficult to borrow money and get mortgages. With almost six in ten Boomerangs moving home for financial reasons, the Boomerang Generation is just one of the side effects of ...

### Laundry Detergents and Fabric Conditioners - Europe

The leading European markets for laundry detergents, conditioners and softeners are increasingly mature, posting either modest gains or losses in value terms in 2010. While France, Germany and the UK recorded a small rise in sales, Italy and Spain witnessed a minor decline. Germany remains the largest of the five ...

### Retailing in Emerging Markets - Europe

For the 2011 edition of the Retailing in Emerging Markets report we have added a number of new markets to extend our coverage. As a result this year's edition includes coverage of 15 European markets in Central and Eastern Europe, plus Turkey. The new markets covered in this edition are ...

### Healthy Living - US

As the obesity epidemic continues to bring awareness to the state of healthy living in the U.S., consumers are searching for new and better ways to eat right, exercise and create balance in their lives. Companies, facing rising health insurance costs for their employees, are also working to encourage ...

### OTC Painkillers - Europe

Supermarkets have made great inroads in the OTC market in the UK, with almost as many consumers buying OTC supplies alongside their groceries as buy from the leading personal care chains Boots and Superdrug. The strength of other European countries' supermarket chains is not as high as in the UK ...

### Hair Appliances and Accessories: The Consumer - US

**Hair appliances:** Lack of new technologies and the poor economy have forced retailers and suppliers of electrical hair styling appliances to become more creative about how they develop products and go to market. In what is largely a replacement category,



## Household and Personal Care - International

incremental sales are being driven by multi-use items, as well ...

### Health and Fitness Clubs - UK

For the UK health and fitness clubs industry, it has been a case of 'battening down the hatches' during the past two years. Most operators have seen business decline or at best stay relatively flat as consumers have cut back their spending on discretionary products and services.

### OTC Painkillers and Cold and Flu Remedies - UK

Since the beginning of the recession in 2008, the market for OTC pain and cold/flu remedies has experienced a decline in value sales. According to Mintel's consumer research, the active ingredients contained in OTC medication are more important than the brand of medication.

### Green Lifestyles - UK

The recession, rising costs of fuel and food as well as the cost of living has seen people re-evaluate their lifestyle and outgoings. This report explores people's attitudes towards the environment and establishes how green people say they are compared to how green their lifestyles actually are.

### Household Cleaning: The Market - US

Four straight years of declining category sales suggest that the household cleaning products market is undergoing something more significant than a temporary recession-driven downturn. More than just trimming expenditures on products, consumers are changing the ways they approach the task of cleaning the house. By taking a close look at ...

### Health and Fitness Clubs - US

The fitness club category has posted annual gains during the past five years, even during the recession, with revenues increasing from \$15.9 billion in 2005 to an estimated \$20 billion in 2010. Fitness club membership

### Laundry Detergents and Fabric Conditioners - UK

The laundry detergents and fabric conditioners market saw sales increase by just 2% during 2010, with the strongest growth coming from fabric conditioners where an ever increasing range of more exotic fragrances helped to boost sales. In detergents it is concentrated liquids and gels that have been responsible for most ...

### Shampoos - Europe

European shampoo sales have been adversely affected by the economic recession, with consumers opting for economy and private label offering at the expense of premium products. Value sales in the 'big 5' have thus either stagnated or posted a decline. However, the year 2010 showed signs of improving demand.

### Oral Care - US

Sales of oral care products declined slightly in 2008 and 2009 as millions of Americans sought to reduce household expenditures as a result of recessionary pressures. However, FDMx sales grew for the first time in three years in 2010 and now resemble levels observed before the recession.

### Home Laundry Products - US

Registering sales of \$9.1 billion in 2010, the home laundry products market has been in decline since 2005 due to consumers paring back on consumption, seeking discounted products and turning to private label offerings. Because household penetration is 98%, new products and brands tend to cannibalize sales from existing ...

### Feminine Hygiene and Sanitary Protection Products - Europe

The sanitary protection markets France, Italy and Spain were in the red in 2010 when sales dipped by 1.6%, 8.6% and 0.5%, respectively. In the UK sales were flat, while



## Household and Personal Care - International

has similarly grown, from 41.3 million members in 2005 to an estimated 46 ...

only Germany eked out modest growth (0.8%) in the period. While product use is high – ...

### May 2011

#### Household Polishes and Specialist Cleaners - Europe

European sales of household polishes and specialist cleaning products have been adversely affected by the economic recession, which has weakened consumer spending power. This has resulted in the contraction of market value, with the UK the only one of the Big 5 to manage continued growth.

#### Haircare - US

After category sales declines in 2008 and 2009, the haircare category posted a 1.1% increase in sales in 2010 to reach \$6.4 billion. Although growth was modest, a number of products that shared the same features had significant sales gains. This strongly suggests a new era of opportunities ...

#### Private Label Beauty Products and Toiletries - UK

What we have seen:

#### Household Polishes and Specialist Cleaners - UK

What we have seen:

#### Student Lifestyles - UK

What we have seen:

#### Feminine Hygiene and Sanitary Protection Products - UK

The sanitary protection (sanpro) and feminine hygiene market is expected to generate sales of £297 million in 2011, an uptick of over 1% year on year. The FMCG category is highly promotional with multi-purchase and discount deals a regular feature of supermarket shelves.

#### Attitudes Toward Energy Savings - US

With the cost of energy rising and household incomes still stagnant, American consumers have more reasons than ever to reduce their energy consumption. But in today's hyper-connected, always-on culture, consumers are increasingly reliant on energy in nearly every aspect of their lives.

#### Healthy Dining Trends - US

Mintel's exclusive consumer research finds that 27% of restaurant-goers are interested in ordering a healthy restaurant meal; yet, 56% order what they want at that moment, rather than what's healthy. Diners' disconnect between wanting to eat healthfully and actually doing so undermines the success of healthy menu innovations, creating what ...

#### Household Cleaning: The Consumer - US

This report builds on the analysis presented in Mintel's report *Household Cleaning Products: The Consumer—U.S., May 2010*, as well as previous editions published in June 2008, June 2006, April 2004 and May 2003.

#### Cold, Flu and Allergy Remedies - US

In the U.S., the over-the-counter (OTC) cold, flu and allergy remedy market sold through FDMx (food, drug, and mass merchandisers, excluding Walmart) dipped slightly in 2010, following a range of challenges that have hurt the potential for sales growth. Chief among these was a moderate 2009-10 flu season, but ...

## Bodycare and Depilatories - Europe

Steady, year on year value growth in European bodycare sales has been compromised by the economic recession and premium-oriented, non-essential products, such as anti-cellulite and firming treatments and gradual tanners, have fallen out of favour due to consumers' saving measures. Instead, consumers have returned to more basic bodycare products and ...

April 2011

## Beauty Retailing - US

The color cosmetics and facial skincare categories continued to grow through Q4 2010 despite the slow economic recovery, but these segments are not recession proof. Unemployment was still high and consumers remained careful about spending. The retailers that reported the strongest performances were the ones that combined savvy merchandising and ...

## Marketing to Singles - UK

Consumer behaviour can be complicated and bewildering. What makes people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

## Dishwashing Detergents - UK

The most important factor that will drive growth in sales of dishwasher detergents is increasing ownership of dishwashers in UK homes. Between 2006 and 2010 the proportion of households owning dishwashers increased steadily from 34% in 2006 to 37% in 2010. This is the equivalent of an additional 1 million ...

## Marketing to Retired People - UK

Consumer behaviour can be complicated and bewildering. What makes retired people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

## Shampoo, Conditioners and Treatments - UK

Shampoos, conditioners and treatments need to overcome their commodity status. Manufacturers and retailers are trapped in a vicious circle of aggressive discounting, which holds back value growth, which in turn prompts them to discount once again to drive up volume. The key to redressing this situation is to build penetration ...

## Budget Shopper - UK

Despite challenging economic conditions, the majority of people (59%) have felt the effects of the recession but have managed fairly well. This report explores people's financial health and their budgeting habits; it examines attitudes towards spending money and identifies the emotional responses to brands and retailers; the conflict between quality ...

## Dishwashing Detergents - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

## Green Marketing - US

The number of consumers whose shopping or investing decisions are influenced by corporate behavior continued to grow in 2010. Despite ongoing financial pressures, consumers remain committed to ethical and green shopping.

## Household and Personal Care - International

### Homeopathic and Herbal Remedies - US

The market for homeopathic and herbal remedies increased 17% from 2005-09 to reach \$5.9 billion. As these once considered “alternative” remedies continue to transition into the mainstream, Mintel expects growth to continue at a steady rate, averaging 3.5% growth annually through 2015.

### Dishwashing Products - US

The dishwashing products category has largely taken the recession in stride, posting solid annual FDMx sales gains in 2008 through 2010. The positive results were driven in part by a recession-inspired return to home meal preparation, but also by marketers’ success at trading consumers up to premium products promising a ...

### Soap, Bath and Shower Products - UK

The recession has impacted upon the shopping habits of more than five in ten adults. Buying soap, bath and shower products that are on special offer is top of the mind amongst just over a half of consumers. Almost four in ten consumers even go as far as stock piling ...

### Bleaches and Disinfectants - Europe

While European consumers continue to care about the cleanliness of their homes, and a large proportion clean their homes at least once a week, prospects for bleaches and disinfectants are less positive than for the household cleaning market as a whole. Bleaches and disinfectants are likely to continue to lose ...

### Food Storage - US

The \$2.3 billion FDMx market for food storage products has been challenged by a struggling economy, coupled with a highly saturated market in most food storage segments, minimal innovation of product and packaging, and growing environmental awareness that eschews disposable products. Additionally, non-FDMx channels such as dollar stores have ...

### Attitudes Toward Convenience Store Shopping - US

The convenience store industry is becoming more complex, increasingly facing competition from a number of other types of retailers, fast food restaurants and even financial service providers. The vast majority of convenience stores (c-stores) rely on gasoline sales—and indeed many consumers cite in Mintel’s custom consumer survey conducted for this ...

### Soap, Bath and Shower Products - Europe

Sales of soap, bath and shower products have put in a varied performance in the Big 5, partly due to the economic recession. While demand for bath additives is generally declining, growth in shower gels and liquid soap has supported sales. Backed by its bigger population, Germany is the largest ...

## March 2011

### Pest Control Products and Services - US

This report explores the pest control product and service market in the U.S. It provides insight into the external and internal factors affecting sales, consumption, trends and what they mean for future sales, promotional

### Bleaches and Disinfectants - UK

Bleaches and disinfectants is a mature market that has shown a decline in retail value sales due to increasing competition from other products for the main cleaning tasks undertaken using these products, including other toilet care products and all-purpose, anti-bacterial

campaigns and industry innovations. Specific questions that are answered in this report include, but are ...

## Patio Living - US

While sales growth slowed to a halt during the recession, the outdoor furniture market held up better than most other sectors of the home furnishings industry, driven in part by increasing interest in “staycations” and the overall appeal of outdoor living. Post-recession sales growth has picked up and is likely ...

## 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.

## Babies' and Children's Personal Care Products - UK

- In order to grab parents' attention, manufacturers are increasingly focusing on introducing new products that are fun to use for babies' and children. Children's character-licensed toiletries are becoming increasingly common. Almost one in six parents buy toiletries for their baby or child which feature characters.
- Own label has grown ...

## Pharmaceuticals Consumer - US

Sales of all pharmaceuticals have been steadily rising, from \$280.4 billion in 2007, to \$296.7 billion in 2009. Behind these positive numbers, however, is a category facing numerous challenges and opportunities. This report examines how consumers view pharmaceuticals, and covers the following:

## Deodorants - Europe

While deodorants are regarded as a daily essential for most European adults, manufacturers are increasingly positioning them as beauty products in an attempt to

## Household and Personal Care - International

cleaners. Raising prices that would boost value has also proved ...

## 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 ...

## Marketing To Women - UK

Consumer behaviour can be complicated and bewildering. What makes women think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

## Baby Durables - US

The baby durables market is limited in its capacity for substantial growth as demand is driven by the number of births in a given year. According to the National Center for Health Statistics, the biggest drop in birth rates in nearly 40 years occurred in 2008, and birth rates have ...

## Household Paper Products - Europe

Household paper can seem a steady, un-dynamic, market. Facial tissues, kitchen roll and toilet paper are convenience products that are a lifestyle necessity. Consequently value sales have expanded, margins have been tightened as many consumers increasingly shop on price.

encourage consumers to spend more and break the relentless cycle of price promotions.

## February 2011

### Healthy Lifestyles - UK

This report explores consumers' health habits and issues; it examines attitudes towards living healthily and identifies key drivers that prompt a change in lifestyle and popular sources of health advice and information. The level and type of employer participation in encouraging staff to live healthier is also examined.

### Household Paper Products - UK

Growth in value sales of household paper products slowed at the start of the recession in 2008, as consumers became more focused on price and turned more to own-label products and special offers. Since then, market growth has continued to be sluggish, but the big brands have managed to maintain ...

### 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.

### Green Living - US

The "green" marketplace was one of the fastest-growing sectors of the U.S. economy leading up to the recession. Though spending on green products and services stalled along with the rest of the economy, the first signs of renewed growth are beginning to appear. In this report, Mintel analyzes the ...

### Deodorants and Bodysprays - UK

The deodorants and body spray market is smelling sweet. With sales of £548 million in 2010, penetration is nearing total and the majority of adults use deodorants as part of their daily grooming rituals. It is, therefore, to some extent buffered from the impact of the current gloomy economic climate.

### Home Improvement - US

In the context of a still weak housing market and a slow recovery, the \$10.5 billion DIY home improvement market has seen inflation-adjusted sales fall 21.2% since 2005. However, the need for on-going maintenance and repair, consumer interest in resource-saving products and pent-up demand are among the factors ...

### Arthritis - US

Some 50 million Americans 18 and older had arthritis in 2009, and this number is expected to grow to 67 million by 2030. As arthritis is currently incurable, companies that offer products/services that alleviate pain can enjoy robust growth for the future. This report provides businesses with the insights ...

### Marketing to Men - UK

Consumer behaviour can be complicated and bewildering. What makes men think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)? Identifying an individual's personality type makes it easier ...

## January 2011

### Hand, Nail and Foot Care - UK

### Oral Healthcare - UK

## Household and Personal Care - International

The hand and foot care categories are relatively staid with consumers for the most part being driven to the category to find solutions to their existing problems rather than to test out innovations.

While the market has reached close to 100% penetration for basic items (eg toothpaste and toothbrushes) and is serviced by a comprehensive and wide-ranging product offer, there is still room for growth. There is an opportunity to upgrade the basic one-step brushing regimen to include a mouthwash and, for more ...

### Hand, Foot and Nail Care - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

### Trendsetters - UK

Mintel has predicted eight key consumer behaviour trends for 2011, examining how consumer behaviour is changing in the wake of the recession.

### Cleaning the House - UK

The amount of time spent on household chores is highly variable, influenced by pressures on time, household size and individual standards of cleanliness. Growth in the population, but more so the increase in the number of households, will mean more sales of a range of household care products, including those ...

### Grocery Store Retailing - US

The grocery industry generates billions of dollars in revenue for manufacturers and retailers every year. With so much at stake, it is easy to see why there is such a competitive market for everyone involved. While some people consider the grocery market to be recession-proof, that concept is somewhat misleading ...

### Beauty Retailing - UK

Beauty retailing is an innovative and dynamic market. But its structure is very different to a number of large non-food categories such as clothing, electricals and DIY where specialist retailers dominate. In beauty retailing non-specialists play a particularly important role too.

### Beauty Retailing - Europe

The 2011 Mintel report series on *Beauty Retailing in Europe* covers the beauty market in six countries, France, Germany, Italy, the Netherlands, Spain and the UK. This data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets ...

### 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 ...

### Attitudes Toward Hospitals - US

With more than 5,000 hospitals in the country, the hospital category is extremely diverse, ranging from large public hospitals in urban centers, to prestigious teaching institutions, to small rural facilities. The American public's view of the category is just as diverse, showing the opportunity for targeted marketing that speaks ...

### Water Filtration - US

Despite the recession, over the past five years several factors have played an important role in the expansion of the water filtration market. Bad press around bottled water, alarming facts about tap water quality and rising economic and environmental concerns have made many consumers switch to filtered water. In addition ...