

October 2010

Conditioners - Europe

While shampoos enjoy near complete penetration in the 'Big 5' countries and much of Europe, conditioners are still fighting for their place in the bathroom. Conditioner penetration varies from a high of 73% in the UK to just 40% in France.

Sanitary Protection - Europe

Feminine hygiene and sanitary protection markets in Western Europe have slowed down in recent years due to negative demographic trends, commoditisation of certain product categories (such as towels) and the impact of the recession. Eastern European markets have been more dynamic as a result of the growing purchasing power and ...

Hair Care, Colourants and Treatments - Europe

The hair care market has suffered mixed fortunes over the last couple of years, with some categories flourishing, whereas others have stagnated or even fallen.

Fabric Care - Europe

Recent years have witnessed steady annual growth in European fabric care markets, supported by growing population sizes, more frequent washing, and active new product development (NPD). However, due to the economic recession, many countries have witnessed a stagnation in terms of per capita spend, with many consumers switching to economy ...

September 2010

Men's Grooming - US

The US men's grooming market, as sold through food, drug and mass stores, will benefit from a growing male population between 2010 and 2015. As most population growth will occur among senior men—who are less likely than younger men to use a range of grooming products—grooming brands must make the ...

Shampoo - Europe

The phrase "bad hair day" was coined by trichologist Philip Kingsley nearly 50 years ago but it still resonates today. Hair can have a vital psychological impact on how people feel about themselves, something the haircare industry is more than aware of.

Nuts, Seeds and Dried Fruit - UK

This report covers nuts, seeds and dried fruit, eaten as snacks and used in cooking/baking. Also included in this report are nut mixes.

Residential Flooring - US

Private Label OTC Healthcare - US

While the recession has put a halt to sales growth in many large CPG product categories, overall sales of over-the-counter (OTC) remedies have continued to grow at a slow, steady pace over the last few years. Market share for lower-priced private label products, however, have risen sharply. The economic downturn ...

Laundry Products - UK

The report examines the retail market for products used for washing, cleaning and freshening clothes, including laundry detergents, detergent boosters, stain removers, fabric conditioners and clothes refreshment products.

Smoothies - UK

The smoothies category has seen its exponential growth – driven by the success of Innocent – checked in the past three years, with the economic downturn seeing many consumers switching to cheaper alternatives such as pure fruit juices.

Pet Supplies - US

Household and Personal Care - International

Flooring market sales fell from 2006-10 as the collapse of the housing market and wider recession drove down demand. Consumers have held off on floor replacements, set aside major renovations and traded down to less expensive products. The result is an extremely competitive landscape that nonetheless has the potential for ...

Pet Food - US

The American Pet Products Association (APPA) estimates that U.S. pet owners spend \$48 billion annually on their companion animals. The largest percentage of this spending can be attributed to pet food. In addition to the large volume of sales, pet food companies are attracted to the category because it ...

The US pet supplies market appears to be mostly recession-proof, having steadily gained sales between 2005 and estimated 2010. Yet pet owners nonetheless place the most emphasis on price and private label sales outpaced national brands in some segments in 2010 (for the period to date), such as dog and ...

Candles - US

As noted in Mintel's *Candles—U.S., August 2009*, sales of candles declined steadily and significantly between 2006 and 2009, as recession gripped the nation and the category faced stiff competition from various air care categories. However, while the market still faces significant challenges, there are some signs of improvement in ...

Black Haircare - US

Historically, black consumers have shopped at hair salons and beauty supply stores for their haircare needs. While that is still the case for a large number of shoppers, given the state of the economy, many black consumers are taking a closer look at FDMx outlets, which tend to offer better ...

August 2010

Female Beauty and Personal Care Consumer (The) - UK

In a beauty and personal care market already worth approaching £14 billion (including products and services such as hairdressing, see Mintel report *British Lifestyles*, August 2010), there is still plenty of scope for innovation and further growth. Women have a good understanding of basic skin types and are well practised ...

Nappies and Baby Wipes - UK

Mintel last reported on the market for nappies and baby wipes in April 2008. The market has continued to grow, despite the ongoing downward pressure on prices from promotional deals and own-label products.

British Lifestyles 2010 - UK

Attitudes Toward Sodium and High Fructose Corn Syrup Reduction - US

Recent research indicates that the majority of American adults are watching their diet. The health and wellness trend is driven by a variety of factors including an aging population and analysis suggests that as the economy improves, Americans are likely to gravitate more toward better-for-you (BFY) options such as those ...

Diabetics: Attitudes and Behaviors - US

Some 23.5 million adults have diabetes and another 57 million were pre-diabetic in 2007. Diabetes is one of the gravest health threats facing the country.

Soap, Bath and Shower Products - Europe

Household and Personal Care - International

Britain has emerged from the recession but is faced with a long and lingering period of uncertainty. Consumers remain wary about the future, and this is reflected in spending habits and attitudes about what is 'essential'.

While some personal care categories have been affected to some extent by the economic uncertainty of the last year, bath and shower products have been given a clean bill of health. Personal cleansing items are regarded as daily essentials and consumers are unwilling to cut back on their usage for ...

Vacuum Cleaners - UK

This report looks at factors underpinning market decline and manufacturer efforts to mitigate it, rising consumer interest in eco products and wider variety in format and retailing developments. It also looks at demographic and economic trends and how they have shaped the market and are influencing its future.

Eye Care - Europe

Facial skincare has led the cosmetics market, both in terms of dynamism and innovation for a number of years. As the category has evolved, facial skincare products have featured increasingly ambitious claims and, in parallel, have become increasingly specific. One area to benefit from this approach is the eyes.

Washers and Dryers - US

The market for washers and dryers saw shipments fall from 2007-09 as the collapse of the housing market and slumping consumer confidence drove demand down. There have however been tentative signs of recovery in 2010 and there is certainly pent-up demand building. This report examines the impact of the downturn ...

July 2010

Oral Care - US

An economizing mindset among some consumers has been sufficient to keep sales growth in check over the last three years in the oral care products category. In this environment, competition has only become more intense. A handful of successful new product launches have won market share, but have failed to ...

Garden Products Retailing - UK

- There is massive potential for garden products, furniture and plants as more than eight in ten adults have a garden and 3% have an allotment.
- Around three in ten (14 million) adults think that paying more for better quality plants is worthwhile. Highlighting that plants are grown in the locality ...

Deodorants - Europe

Deodorants and antiperspirants have been commercially available for many years and their basic principles have not really changed. Deodorants are designed to prevent body odour, whereas antiperspirants are formulated to control sweat and thus minimize odour. Over recent years, antiperspirants that mask odours have become the mainstay of the market.

Male Grooming and Personal Care Consumer - UK

This is the first time that Mintel has examined men's attitudes towards grooming and personal care. The report complements Mintel's reports Men's Grooming – UK, June 2010 and Men's Fragrances – UK, September 2010 and examines how men's attitudes towards the beauty and personal care industry can be built upon ...

First Aid - US



Household and Personal Care - International

The first aid category is facing a number of challenges: the growth of private label, consumers trading down because of the recession, and a paucity of strong brands. Insightful market research can help companies meet these challenges. To that end, this report provides: