

## March 2015

### Beauty Devices - US

"There is disparity in the beauty devices market, with sales of skincare devices gaining momentum, while growth in the hair appliance market is stagnant. The promise of professional results at home is helping to drive sales of skincare devices."

## February 2015

### Home Hair Color - US

"Sales of home hair color remain stagnant, as consumers are increasingly reliant on the salon for hair coloring services. Still, growth opportunities exist in the more than \$2 billion category, including hair color products that promote hair health and salon-quality results. Focusing on relatively untapped demographics, such as men and ...

### OTC Sleep Aids - US

"Building market share may require more granular outreach to consumers and targeted marketing to address the different needs, interests and concerns of young, active, tech-savvy 18-35-year-olds; busy parents and aging baby boomers. Key opportunities may lie in areas such as promoting natural products, mobilizing the insights offered by wearable fitness ...

### Nail Color and Care - US

"After years of stellar gains, sales have slowed considerably in the nail color and care category, driven largely by the cyclical nature of beauty trends and the growing impact of the salon market. Still, opportunities exist in the nearly \$2 billion category for brands and retailers to offer women ways ...

### The Drug Store Shopper - US

"Retail channel lines continue to blur with more outlets like mass merchandisers and supermarkets clambering to become consumers' primary destinations for their drug store needs including OTC and prescription medications. Traditional drug stores can no longer afford to be just drug stores, and should continue evolving their positioning as health ...

### Soap, Bath and Shower Products - US

"The soap, bath and shower category continues to grow steadily as a fundamental element of personal hygiene. Opportunities do exist for makers and marketers of soap, bath and shower products to improve transparency and efficacy claims, focus on the differentiated needs of the multicultural consumer, and address efficiencies in product ...

## January 2015

### Beauty Retailing - US

"For many consumers, buying beauty products can become somewhat of a mundane task. Shoppers in this category have a multitude of options to choose from



## Beauty and Personal Care - USA

including where they shop and what they buy, but still, many will frequent a few favorite places, and/or buy the same brands repeatedly. Retailers ...