

November 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

October 2018

Consumers and the Economic Outlook - US

“The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

September 2018

Vitamins and Supplements - UK

“The ongoing consumer focus on health and the continued success of demographic-specific supplements have supported growth in the vitamins and supplements category. However, with the majority of adults questioning the health promises made, improving trust is needed if the category is to grow its market penetration. Meanwhile, personalised subscriptions could ...

August 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base

Gastrointestinal Remedies - UK

“In a mature market, finding growth can be a challenge. Gastrointestinal remedies has faced this issue, but brands have benefited from an increase in consumers seeking to alleviate GI symptoms arising from stress, IBS and shifts in dietary habits. With these issues likely to continue, the market is set to ...

rate rise will make it harder for some, but the general outlook is positive ...

July 2018

Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

Oral Care - UK

"In a sector where growth has ground to a halt, and is expected to remain flat for some time, oral care brands need to engage consumers more with their dental health and reduce reliance on special offers if they are to see value return. More standardised help and guidance in ...

June 2018

OTC Analgesics and Cold and Flu Remedies - UK

"The British population is facing a health crisis – it is getting older, more overweight and a growing culture of 'presenteeism' is resulting in many employees placing additional stress and strain on their bodies when rest and recuperation is what's needed. The OTC analgesics and cold and flu remedies market ...

Consumers and the Economic Outlook - Quarterly Update - UK

"The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn't a one-off. Our confidence data has been running for almost a decade now, and people's assessments, both of their current financial situation and how they expect their finances to shape ...

May 2018

Managing Stress and Wellbeing - UK

"Levels of stress amongst today's Brits are on the rise, driven by growing financial pressures and increasing workloads. This represents a burgeoning health crisis that the NHS is ill equipped to cope with, indicating an opportunity for brands and service providers to help alleviate – or even stave off – ...

April 2018

Consumers and the Economic Outlook - US

Hand, Body and Footcare - UK

"The hand, body and footcare category showed modest growth in value in 2017, with the value of the premium segment growing at a greater rate than mass-market.

Personal Care and OTC Healthcare -

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

Whilst the majority of people show an understanding of body skin being as important as facial skin, consumers are blurring the boundaries when ...

March 2018

Consumers and the Economic Outlook - Quarterly Update - UK

"People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

Women's Haircare - UK

"Growth in the women's haircare market has been driven by a continued focus on caring needs, especially driven by conditioning treatments. However, as mass brands develop their own versions of salon regimes, prestige brands will need to prove their worth to remain relevant. Regardless of price point, winning brands have ...

February 2018

Children's Healthcare - UK

"The children's OTC healthcare market has benefited somewhat in recent years from the baby boom of 2010-12, but value is now slipping into decline. Growing pressures on the NHS could help provide some respite, with parents looking to the category to fill the gap left by a limiting of its ...

Attitudes towards Cosmetic Procedures - UK

"Brits are generally happy with their appearance, presenting a crucial challenge for an industry that is centred on helping people to change how they look. However, there is scope for operators in the cosmetic procedures market to appeal to a wider audience by moving away from the current association with ...

Babies' and Children's Personal Care Products, Nappies and Wipes - UK

"Market decline continues to show the need for brands to differentiate versus own-label. This is easier in some sectors where parents seek specific claims, but mass disposable nappy brands will either need to premiumise further or devolve and compete on price. The overarching need for convenience in all sectors remains ...

January 2018

Consumers and the Economic Outlook - US

Feminine Hygiene and Sanitary Protection Products - UK



Personal Care and OTC Healthcare -

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- **Jennifer White Boehm, Associate ...**

"There is a quiet revolution ongoing in the incontinence products segment. The stigma around incontinence appears to be fading, products are advertised on primetime TV, and brands are creating new designs that are more stylish and sophisticated. As the population ages, incontinence products are only going to go even more ...