

September 2010

Women's Fragrances - US

A demographic shift has been taking its toll on the fragrance market since 2005. The growing population of Baby Boomer women are purchasing less perfume, and fewer teens are moving into the fragrance market to make up for reduced usage. Compounding these factors, the recession hit the fragrance market hard ...

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 ...

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 ...

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 ...

Body Care - US

The U.S. body care market, as sold through food, drug and mass channels, has been in slow decline since 2008, as the persisting effects of the recession tighten household budgets and the stream of new products runs thinly. The market is driven mostly by demographics, with women, as well ...