

## April 2010

### Soap, Bath and Shower Products - UK

- Despite an overall rise in the number of new launches, the soap, bath and shower category accounts for a declining share of beauty and personal care launches. The sector lacks excitement and is failing to engage consumers at the point of purchase with its new launches.
- After a couple of ...

### Paint and Wallcoverings - US

The paint and coatings market has seen shipment values fall for the third consecutive year in 2009. Although paint has outperformed some other DIY segments in the consumer market, in the professional market paint sales have plummeted as new home construction has ground to a virtual standstill. This has been ...

## March 2010

### Pest Control Products and Services - US

Against the backdrop of the housing slowdown and increased consumer environmental awareness, the pest control services and retail products market has faced its share of challenges during 2007-09. However, the market has proven somewhat resilient to poor macroeconomic conditions. Near-term challenges aside, Mintel finds the long-term prospects for growth sound ...

### Beauty Retailing - US

The color cosmetics and facial skincare shopping experience in the US can leave women overwhelmed by choices from brand lines to retail channels. While pricepoint serves as a baseline for most beauty purchases, the desired retail experience is more elusive to define. This report looks at the way women shop ...

### Smoking Cessation Products - US

Despite an environment that makes it increasingly difficult for smokers to light up, sales of smoking

### Natural and Organic Personal Care Products - US

This report explores the NOPC market and includes insights on how this market is evolving. The market has the potential to be far larger than it currently is, stifled by a lack of clear industry standards surrounding the very definition of “natural” and “organic” personal care. The resulting consumer confusion ...

### Baby Durables - US

Consisting of baby furniture, mobility, daytime care and safety/wellness products, Mintel takes a close look at how the baby durables market is performing when challenged by a stagnant child population, economic recession and a new generation of tech-savvy mothers.

### Active Lifestyles - US

According to the Centers for Disease Control, roughly one third of the American population is considered obese. Obesity and related health issues are having a profound effect on the overall population, as well as with individuals struggling with weight issues. At the same time, it is almost impossible to separate ...

### Optical Goods and Eyecare - UK

- Optical goods, especially spectacles, are a discretionary purchase and the recession has

cessation products (SCPs) are lackluster. Cigarette taxes are at an all time high, and smoking bans have relegated smokers to “back rooms and alleyways.” At the same time, the recession proves to be ...

dented demand. Spending in 2009 fell by 2.2% compared with the previous year. However, modest growth will return in 2010 as consumer confidence improves with sales forecast to grow by 19% in the five years to 2014 ...

## Disposable Baby Products - US

This report examines the market for disposable baby products including diapers, training pants, wipes/moist towelettes, as well as cleansing and care products. Using sales data along with Mintel’s proprietary GNPD, results from the Experian Simmons NCS/NHCS, and Mintel’s exclusive consumer survey, Mintel analyzes the increasingly competitive disposable baby ...

## February 2010

### Allergies and Allergy Remedies - UK

- An estimated 21 million adults in the UK suffer from at least one allergy, with 10m suffering from more than one. Opportunities exist in the allergy testing sector as only half of sufferers have been medically diagnosed.
- A quarter of adults believe that nearly everyone claims to be allergic to ...

### Holiday Centres - UK

This report provides an overview of the market for holiday centres, investigating the core market factors, consumer dynamics, strengths and weaknesses, innovation in the sector and likely future developments.

### Self Diagnostics - US

The self diagnostics market is made up of a diverse group of products that are thriving or flailing due to the economy. For medical segments—mainly those that involve the testing of blood—testing is more of a necessity and is often covered by insurance, which has impacted retail sales. At the ...

### Activity Holidays - UK

This report provides an overview of trends in activity holidays, investigating the core market factors, strengths and weaknesses, consumer dynamics, and likely future developments.

### Green Living - US

Before the beginning of the recession, the “green” marketplace was one of the fastest growing sectors of the US economy. Though economic factors have slowed growth in this sector, consumers remain committed to green shopping. In this report, Mintel examines the size, scope, and growth of the “green” consumer marketplace ...

### Cereal Bars - UK

- Simply toning down the sweetness in cereal bars could win over 3.6 m adults who shun the bars for being too sweet.
- Bigger is better. Larger cereal bars have the potential to attract over four million adults. This group doesn’t eat cereal bars as they prefer something more substantial ...

## Household and Personal Care - International

### Beauty Retailing - Europe

The 2010 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 ...

### The Beauty and Personal Care Consumer - US

The beauty and personal care consumer is beset by a number of challenges in 2010, including the ongoing US recession, a multitude of often confusing choices in the BPC (beauty and personal care) aisle, and differing product claims. Mintel's exclusive consumer survey strategically approaches the BPC consumer by asking how ...

## January 2010

### Grocery Store Retailing - US

Grocery retailing has grown into a \$355 billion annual business in the US. While some industry observers believe that the grocery industry is recession-proof, that is only partly true. The reality is that while consumers do need to buy food and other household items regardless of economic conditions, and tend ...

### The Pharmaceuticals Consumer - US

The pharmaceutical industry seems to be continually at battle for consumer trust, having to combat an onslaught of legislative and legal battles while doing a marketing dance around "the elephant in the room" of fair balance regulations. Sales have slowed and ad spend is down, with the economy pinching demand ...

### Consumer Choices in Healthcare - US

The Great Recession, high unemployment rates, rising premiums, an aging population, and more are changing the face of healthcare in America. Providers in the category must understand these challenges and appropriate responses if they are to flourish.

### Beauty Retailing - UK

Promotions and special offers resonated with very large numbers of shoppers, equivalent to 22 million adults – 2009 was the year of the 'deal-conscious shopper'. Retailers have responded to changing consumer needs during the recession by increasing their promotional activity, offering deals like 3 for 2's or buy one ...

### Consumer Food Packaging - UK

- Easy to recycle (biodegradable) packaging is the top packaging attribute sought by 23 million consumers.
- Consumers appear to consciously attach less importance to the way packaging looks, as only 1.2 million consider stylish packaging to be an important packaging attribute.
- Food packaging design should factor in multi-functional uses as ...

### Consumer Food Labelling - UK

This report looks at awareness and importance of different food labels, as well as the understanding of them within the context of the changing nature of the overall food market in the UK.

### Attitudes Towards Health - Stress - UK

This report explores today's stressed-out consumer. It investigates the biggest triggers of stress and identifies ways to respond to this through new product

### Small Kitchen Appliances - US

The small kitchen appliance (SKA) market has shown only modest growth from 2004-09, with sales falling as the recession has led consumers to cut back on non-essential spending. However, consumer interest in saving money with more at home cooking and fewer



## Household and Personal Care - International

development, marketing campaigns or corporate initiatives.

coffee-shop visits has buffered the market from steep sales ...