

March 2015

The Private Label Beauty Consumer - UK

"The media attention given to beauty products launched by discount retailers, along with a high level of NPD in the sector, has seen own-label colour cosmetics soar in popularity, taking a 53% share of the private label beauty market in 2014. However, at a total level, the private label beauty ...

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

"As the baby boom shows evidence of coming to an end, it may be more relevant for the category to focus on toddlers rather than new-borns. Extending product ranges for older children and offering greater product segmentation by age could be a way to ensure the category shows growth. Greater ...

February 2015

Soap, Bath and Shower Products - UK

"Retail sales declines are evident for the second year in a row in the soap, bath and shower (SBS) market (-1.2% to £638 million in 2014) as the trend of saving money on day-to-day hygiene essentials continues; consumers are maintaining their reliance on price promotions, as well as trading ...

Consumers and the Economic Outlook: Quarterly Update - UK

"People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.

Nail Colour - UK

"Following strong growth in the nail colour market of 7% from 2012-13 to £244 million, driven by fashion favouring nail art and new textures and effects, sales stalled in 2014 at £245 million, the result of women amassing large collections of nail varnishes that are not regularly used."

January 2015

Beauty Retailing - UK

"Department stores look most at risk from the growth in online-only retailers because both channels are biased to branded merchandise (particularly premium/luxury labels) which makes it easier for shoppers to compare prices. Where price is a major factor then people are more likely to choose the pure player over ...

Hair Colourants - UK

"Despite strong grey coverage claims in the category, the oldest demographics with the most grey are less likely to colour their hair. Repositioning part-colouring techniques, such as highlighting, as ways to complement grey hair rather than covering it could be more appealing. Young men, who have more grey than young ...

Deodorants - UK



Beauty and Personal Care - UK

“Older people have traditionally not been a major target for deodorant brands due to their leading less active lifestyles than young adults, meaning that they consequently sweat less. However, with seniors leading increasingly active lifestyles, in terms of both doing more exercise and helping with raising their grandchildren, brands could ...