

December 2015

Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

Complementary and Alternative Medicine - UK

"The CAM market has enjoyed relatively strong sales growth in recent years, bolstered by an ageing population seeking musculoskeletal treatments and the booming healthy living trend. Opening CAM treatment centres in business districts and shopping centres could now help to increase accessibility to the market, whilst further promotion on online ...

Mature Beauty - UK

"As life expectancy increases, the definition of 'old' is ever changing and marketers are slowly catching on to this. Recent years have seen the use of older models in advertising, whilst NPD sees a number of niche brands targeting the specific needs of older women. However in-store environments are yet ...

November 2015

The Savvy Beauty Consumer - UK

"Although the economy has entered recovery, savvy shopping behaviours have become engrained in consumers' minds, and they remain drawn to sales, multi-buys and discount retailers. While brand loyalty has helped dampen the effect of savvy shopping on primary beauty markets, such as colour cosmetics; hygiene-oriented markets, including soap, bath and ...

Suncare - UK

"Usage of suncare protection continues to be dependent on the weather, with value falling across 2014-15 in line with lower levels of sunshine. Looking forward, suncare brands can further align themselves with the skincare category in order to position their products as an integral part of a daily skincare routine ...

October 2015

Anti-Ageing Beauty - UK

"The anti-ageing beauty markets benefit from a society which is perceived to prioritise youth; a pressure felt most strongly by women. The ageing population, coupled with men's changing attitudes towards beauty and grooming, is set to expand the user base, although traditional topical products may be threatened as treatments and ...

Inside-Out Beauty - UK

"There is a strong consumer perception of appearance through health; however usage of beauty supplements remains low which may be driven by low knowledge of beauty ingredients, as well as the high cost of products. Targeting the mass market could secure growth for the category, in addition to raising awareness ...

September 2015

Beauty and Personal Care - UK

Vitamins and Supplements - UK

"Value sales of vitamins and mineral supplements flatlined in 2014, as reduced NPD (New Product Development) and a shift towards healthier diets impacted consumer interest in the market. Sales of demographically targeted vitamins continued to fare well, however, reflecting the consumer desire for personalisation."

Spa, Salon and In-Store Treatments - UK

"The beauty treatment markets enjoyed strong growth in recent years, boosted by new destinations and growing interest; however sales were impacted by cheaper pop-up locations and at-home devices in 2014. Encouraging an older demographic to visit spas and salons with a health positioning, as well as tempting clients with high-tech ...

August 2015

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"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

Fragrances - UK

"The category as a whole has shown incremental growth in value in the past, and, despite a decline predicted in 2015, is likely to show growth again in the future. Improved financial situations and savvy shopping behaviours are driving down the value of the mass fragrance and body sprays segments ...

In-salon Hair Services - UK

"Salons competing for loyalty, and a new generation of booking platforms have resulted in a strong discounting culture in the hair services market, with sales declines anticipated for 2015 as a result. Encouraging clients to trade up, or expand to new treatments and services is essential for returning the market ...

July 2015

Face Colour Cosmetics - UK

"Strong growth continues within the sector, which is expected to be worth £1.44 billion in 2015; a rise of 8% on 2014. Sales of prestige products continue to fare well, boosting the overall market, though the prevalence of budget brands has also helped encourage experimentation and increase product repertoires."

June 2015

Hand and Bodycare - UK

"Body moisturiser sprays have been positioned in the market as an easy-to-use format, with focus on their

Social Media: BPC - UK

Social media has grown in recent years to be an integral part of marketing and promotional activity in the beauty

Beauty and Personal Care - UK

quick absorption properties. With high usage of the format amongst those concerned about skin irritation, future claims opportunities could focus on reduced risk of aggravated skin from using the format. The men's market ...

and personal care markets. Brands and retailers are now harnessing the opportunities the social media space offers, in regards to engaging in two-way communication with consumers, and using word of ...

Oral Care - UK

"Whilst the essential nature of oral care products means that usage is relatively high across most demographics, there remains an opportunity for oral care brands to grow sales by targeting marketing and NPD at seniors and men, helping to make them more engaged with the market overall."

– Jack ...

May 2015

Women's Facial Skincare - UK

The women's facial skincare market has seen sales stall in 2014, with the mass market slipping into decline. Changing consumer behaviours, including switching to discount retailers and online channels, are enabling women to save money on their purchases. Meanwhile the prestige market is also suffering as women switch to smart ...

OTC Analgesics and Cold and Flu Remedies - UK

"In 2014/15 the UK cold/flu remedies market benefitted from the seasonal flu vaccine being less effective than usual, resulting in many lapsed users returning to the category. Cold/flu remedy brands could now use this to their advantage, using marketing and product developments to reignite interest in the ...

Men's Facial Skincare - UK

"The high proportion of men describing their skin as neutral presents opportunities in the market for better diagnostic tools and more help for men to identify their skin's needs and products suited to them. Male-specific expertise is important, with most men choosing and purchasing their own skincare products.

Consumers and the Economic Outlook: Quarterly Update - UK

"Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

April 2015

Women's Haircare - UK

"The women's haircare market is challenged by changing product usage, with traditional styling products falling from favour and natural botanical oils threatening leave-in conditioners and serums. Inspiring an older female audience and expanding product repertoires are essential for returning the market to a faster pace of growth."

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 ...