

October 2013

Hispanics and Personal Care - US

“In order to grow the Hispanic market, personal care manufacturers need to find new ways to entice Hispanics to try new products and get excited about the shopping experience. Personal care products don’t need to be thought of as a commodity; less acculturated Hispanics still have a long way to ...

September 2013

Meat-free and Free-from Foods - UK

“A key weakness for the meat-free market is that over half of adults note that meat substitutes lack flavour. A potential solution lies in adapting the recipes of these lines as a large minority of adults note a keenness to try meat substitute pieces containing herbs/spices with agreement rising ...

Eyeglasses and Contact Lenses - US

“The market of eyeglasses and contacts is highly competitive, and a few players account for the majority share. Additionally, changes in the way these products are bought and sold will impact the market. Opportunities for innovation exist to help players stand out from the competition and increase brand loyalty.”

Air Fresheners - UK

“Sales of air fresheners could be boosted in a number of ways, including focusing more on room specific products, the elimination of specific cooking or food smells or the provision of added functional benefits to boost health and wellness. Brand loyalty and engagement could be increased through encouraging the testing ...

Air Fresheners - US

“Air fresheners are widely used in American households and the market is growing and recovering from the recession. However, there are some challenges. Plug-in and battery-operated product sales are struggling, there

Vacuum Cleaners - US

“Offering an improved vacuum cleaning experience – more maneuverable, lighter, quieter – may be as sure a path to increased market share as improved suction power. There are also opportunities to eliminate the experience altogether with robotics and to make vacuuming an essential step in protecting health.”

Marketing to Moms - US

“In addition to advertising overexposure, moms are confronted with issues such as safety, childhood bullying, health and nutrition, and the influence of social media. Understanding moms’ top concerns as they relate to her children—and her aspirations for them—can help brands tailor messaging that will resonate with moms and assist with ...

Marketing to Non-Traditional Parents - US

“Non-traditional parents face the same challenges as traditional parents in providing for their kids and doing so in the most cost-effective ways possible. Marketers can acknowledge non-traditional families and the fact that their family settings have become more common by including them in advertising.”

Vitamins and Supplements - UK

“Although the market has seen growth in value in 2012 driven by special offers and promotions, people are not experimenting and special offers may be hindering overall growth in the category. Different approaches in

Household and Personal Care - International

is growing concern around chemical content that is used in air fresheners, and companies have to look to new ...

special offers, for example bundling discounted vitamins with products in other categories, could encourage experimentation. Legislative ...

Gluten-free Foods - US

“The gluten-free food category will continue to grow as an increasing number of manufacturers develop better-tasting and more nutritious gluten-free foods. Category appeal beyond those with celiac disease, coupled with a new FDA ruling for gluten-free product labeling, suggests the category will grow out of its marker as just another ...

August 2013

Black Haircare - US

“Image is everything to Black consumers and they are keenly aware that hair plays a key role in how people view them. In the Black community, there are sensitivities revolving around hair. Today, Blacks are learning to embrace and love their hair. It is likely that natural hairstyles are here ...

Laundry Detergents and Fabric Softeners - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

Retailer Loyalty Programs - US

“While consumers increasingly expect a personalized retailer experience, they are also worried about privacy and the use of their personal information. Transparency in data collection and usage is critical to building trust. Convincing them that data collected by retailers is being used to enhance the consumers’ program experience may go ...

Obesity - US

“Despite consumers’ interest in eating healthier, they also want food that tastes good. While government, food manufacturers, and restaurants try to provide healthier options to Americans, these organizations are up against several challenges, especially regarding how to market healthy items.”

Candles - US

“Candles are widely used and enjoyed in American households. However, this market faces some big challenges. Candle usage frequency needs to increase to reinvigorate sales, private label products present a growing threat to branded products, and some benefits that communicate value to the consumer (i.e., long-lasting) could actually be ...

Sexual Health - UK

“As women take more control of their contraception, there is much the market can do to better target this demographic. Women are better informed about the dangers of unprotected sex, and are more likely to use condoms at the beginning of a relationship; however marketing is currently aimed more at ...

Laundry Detergents and Fabric Conditioners - UK

Men's and Women's Fragrances - UK

Household and Personal Care - International

“Although sales growth has returned, the laundry market still faces many challenges such as the relatively low level of brand loyalty and the consumer reliance on periods of price promotions to stock-up on products. Utilising refillable packs and product subscription offers presents an opportunity to secure loyalty by offering consumers ...

“Most consumers prefer to test fragrance before they buy, resulting in sales from bricks and mortar stores eclipsing online retail for fragrances. However, encouraging more buyers to venture online could result in boosted sales for completely new or niche perfumes. Innovative and dynamic communication should therefore be a key area ...

July 2013

Cookware - US

“The most enthusiastic home cooks, who have both strong interest in cooking from scratch and advanced cooking skills, are a core target for the cookware market and are well-served by top cookware brands and specialty retailers. While marketers can’t ignore this hard-core group, category growth may require a more concerted ...

Healthy Dining Trends - US

“In June 2013, the American Medical Association recognized obesity as a disease, a change that makes the need for healthful restaurant options more vital than ever. Diners still see dining out as time to indulge, which means the foodservice industry needs to do more to hit both menu marks to ...

Lifestyles of the Under- and Unemployed - US

“Many Americans have not recovered from the financial impact of the Great Recession resulting in a rise in the percentage of Americans who are downwardly mobile. These adults need products and services commonly associated with a middle-class lifestyle buy at budget rates as well as services (childcare, transportation) that extend ...

Analgesics - UK

“Low price remains an important purchase influencer, and as pain sufferers struggle to see the difference between cheap own-label and more expensive branded products, own-label continues to grow. With a number of branded launches in the first half of 2013 focusing on topical analgesics, brands may be able to use ...

Contraceptives - US

“Consumers rely on OTC contraceptive products for planned protection from pregnancy and diseases, as well as when they need a backup method of birth control. However, this market has some significant challenges. Contraceptive usage is strongly driven by relationship status, there is a stronger focus on pregnancy prevention over STD ...

Sports and Energy Drinks - UK

“Building associations between energy drinks and everyday situations such as work and commuting, rather than extreme lifestyles, could help to increase the relevancy of energy drinks among current non-users.”

Analgesics - US

“Product recalls from major brands have plagued the market for OTC analgesic remedies, causing consumers to turn to private label brands, external ways to treat pain, and alternative remedies. Brands can consider various new product innovations as well as using social media to connect with consumers.”

Fabric Care - UK

“With the majority of users of stain removers only using these products once a month or less, encouraging more frequent usage of stain removal products to boost wash results is the biggest challenge facing the sector. Demonstrating products have the power to remove all types of the toughest stains on ...