

## September 2015

### Food and Non-food Discounters - UK

"In both food and non-food retailing discounters are making a big impact and they still have some way to go. We expect a period of consolidation in non-food discounting which will begin with Poundland absorbing 99p Stores. But even with that bonus Poundland and its multi-price peers led by B&M ...

### Marketing to Moms - US

"Less pressure to settle down and have children early in life means more women are having kids on their own terms – which often means fewer children, later in life. While modern women have more choices than ever before, they also face greater expectations. Even though moms are increasingly working ...

### 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."

### Vitamins, Minerals and Supplements - US

Traditionally, sales in the vitamins, minerals, and supplements market have been driven by older consumers who are more engaged in the category. Now, brands are attempting to increase use among younger adults by focusing on short-term benefits, such as vitamins that address beauty concerns as well as provide energy or ...

## August 2015

### Consumers and the Economic Outlook: Quarterly Update - UK

### Beauty Accessories - US

The \$3 billion beauty accessories market has shown slow, uneven growth in recent years. However, while the largest market segment, hair accessories, has effectively stagnated, there are strong areas of growth and innovation in the smaller make-up and shower accessories segments. Indeed, a number of smaller players have seen sales ...

### Marketing to Mums - UK

"The lives of British mothers have changed to a great extent over the past several decades, however marketing has been much slower to catch up to and acknowledge the changing realities of what it means to be a parent in modern Britain. Treating and addressing mothers as a homogenous group ...

### 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 ...

### Fragrances - UK

"The category as a whole has shown incremental growth in value in the past, and, despite a decline predicted in

## Beauty and Personal Care - International

"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 ...

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 ...

### Black Consumers and Haircare - US

"Haircare is perhaps one of the largest areas of consumer expenditures among Black consumers. Hair is an important part of Black consumers' image – it shapes their identity and sends a signal to the world of who they are as a person. With the variety of ways that Black consumers ...

### Fragrances - US

"The impact of a saturated marketplace and increased competition from scented toiletries has led to flat performance in the \$3.7 billion fragrance category. To combat consumer apathy and confusion, industry players can leverage new product development and honed marketing emphasizing value-added benefits/ functionality, demographic-specific use, and customization. Delivering unique ...

### 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 ...

### Luxury Goods Retailing - International

The concept of luxury goods is still highly subjective. It is usually obvious where a product is luxury and equally obvious where it isn't, but there is a grey area that is more subjective. Take the Swatch group, for example. Swatch itself is clearly mass market and, while they are ...

### Winter Holiday Shopping - US

"Retailers have their work cut out for them during the 2015 winter holiday season given that 2014 was touted as one of the strongest in recent years. However, positive economic factors like higher consumer confidence, lower gas prices, and an improving job market signal that competing over 2014 is attainable ...

## 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."

### Color Cosmetics - US

"Slow growth in the color cosmetics category is reflective of an intensely competitive category landscape. While beauty trends such as bold brows and bright lips are translating to gains for certain segments, overall category growth has been kept in check. Brands are challenged with keeping women engaged in the category ...

### The Ethical Consumer - UK



## Beauty and Personal Care - International

“For today’s consumers there is a sense that companies are inherently immoral, unless they can demonstrate that’s not the case. The most effective way of asserting CSR (Corporate Social Responsibility) credentials is not via annual company reports, but via product packaging and television, which will have the most direct impact ...