

March 2012

Babies' & Children's Personal Care Products - UK

"Children's wipes (targeted at 3-9-year-olds) are worth only 5% of the total wipes market. Parents are finding more reasons to use wipes on older children, such as on-the-go clean-ups after playtime and eating, and frequency of use is growing the fastest amongst these groups. Manufacturers could introducing a range positioned ...

Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

January 2012

Oral Healthcare - UK

"As consumers take extra care in keeping their teeth in tip-top condition to avoid the financial sting of dental treatments, this is helping to support oral care sales. Marketing messages which focus on 'prevention rather than cure', encouraging consumers to invest in their oral health to minimise the chance of ...

Beauty Retailing - UK

"Gaining a competitive edge through the wealth of customer data derived from a loyalty scheme is easier said than done. Moreover retailers must then deliver relevant and useful incentives to shoppers if they are to succeed in generating those all-important repeat purchases. Getting it right procures good value from the ...