

December 2011

Lifestyles of Baby Boomers - US

Economic concerns are the underlying theme of the lifestyle changes made by many of the nation's Baby Boomers. Since the recession officially ended in 2009, there have been few positive developments regarding the tepid state of U.S. economic growth. With retirement funds ravaged, jobs scarce, and costs for necessities ...

Character Merchandising - US

Popular characters can be very effective at driving sales for a variety of products. For example, according to Nickelodeon, Dora the Explorer has generated more than \$11 billion in worldwide sales since 2002. The exceptional effectiveness of character merchandising—especially when related to advertising directed at children—has also led to a ...

Suncare - UK

“Poor summer weather has contributed to the 2% decline in total suncare value sales between 2009 and 2011. According to Cancer Research UK, people still need UV protection when the sky is cloudy as clouds are not a good shield against UV radiation. If consumers can be convinced that sun ...

Home Hair Color and Permanent Products - US

The U.S. home hair coloring and permanent products market received a big boost from the sagging economy, as a number of hair coloring users shifted from costly salon services to more accessibly-priced home hair coloring. Moreover, application innovations such as foam formulations, as well as spray and stick formats ...

Social Dynamics of 18-24-year-olds - US

In many ways the social dynamics of 18-24 year-olds represents the future for marketers. As brands rely more on social media and other online and mobile communication platforms to reach current and potential customers, they increasingly enter the social worlds of young adults who have come to rely on the ...

Vitamins and Minerals - US

The U.S. vitamins and minerals market experienced strong sales through food, drug, and mass channels between 2006 and 2010, before decelerating significantly in 2011, mostly because the economy continues to stagnate and consumers are looking for ways to cut household costs. However, the future appears to hold promise for ...

Teens' and Tweens' Beauty Market - US

The teen and tween beauty market has always straddled the fence between attracting new users to the category with the hope of forming life-long habits, and providing age-appropriate products. Parents continue to battle the KGOY (kids growing older younger) phenomenon, but young girls are facing intense pressure from both the ...

Oral Hygiene - Europe

European sales of oral care products have had mixed fortunes of late, with the recent economic recession making consumers increasingly price-conscious, and resulting in some lacklustre performances in the Big 5 European markets. However, growing demand for specialist and value-added products is supporting sales, as is improved consumer awareness of ...

Suncare - Europe

With the UK market an exception, European sun care sales were somewhat sluggish in 2010, although increased consumer awareness regarding the damaging effects of sun exposure is a major positive market driver. The launch of value-added products combining cosmetic and protective benefits has also been a supportive factor. France remains ...

November 2011

Hair Colourants and Styling Products - UK

“Innovation in the form of foam formats bolstered the colourants category in 2010 and underscored the importance of the new and pioneering products to buoy interest in the beauty market. To boost the somewhat flagging styling category, brands could perhaps look at adding treatment benefits – such as dandruff control ...

Marketing Health to Women - US

Overall, women demonstrate a high level of interest in health—including products like online tools to manage health, vitamins and supplements, and fresh foods. Subgroups, such as moms and Baby Boomers, have an increased health interest and are prime target demographics for health products. Over the next five years, the population ...

Dieting Trends - UK

“Despite the concerns of political commentators about David Cameron’s encroaching ‘nanny state’ politics, there is reason to believe that consumers might require more guidance with regards to healthy eating.”

Gastro-intestinal Remedies - Europe

The gastro-intestinal (GI) remedies market in the big five European countries combined, ie GB, France, Spain, Italy and Germany, was valued at €1.9 billion in 2010.

Shaving and Hair Removal - US

Estimated at nearly \$2.1 billion in 2011, the FDMx shaving and hair removal market has been moderately impacted by the economic downturn, and is expected to post an inflation-adjusted gain of 1% from 2006-11. Because the market consists of products that people will always need or want to use ...

Beauty and Personal Care - International

Marketing to the Mass Affluent - US

The effects of the economy on the mass affluent have been both psychological and behavioral. Certainly the prolonged recession and high unemployment rates have made many people pessimistic about the future of the economy, and the mass affluent are no different. The state of the economy has mass affluent investors—like ...

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 when the feelgood factor will return to the economy.

Marketing to Hispanic Parents - US

With swelling growth in both raw numbers and buying power, Hispanics have become a key focus for U.S. marketers in virtually all industries. More than 50 million Hispanics are living in the U.S. today, and by 2015 the Hispanic audience is projected to grow to close to 59 ...

Teen Lifestyles - UK

“Highly social, technically adept and with a firm belief in the value of being popular, attractive and fashionable, teenagers outwardly display many of the beliefs and insecurities that most adults still hold onto, but who have in many cases learnt to conceal, through choosing the responses that they know to ...

Sun Protection and Sunless Tanners - US

The U.S. sun protection and sunless tanner market sold through food, drug, and mass stores (not including Walmart) continues to benefit from an increasingly educated and aware consumer public that seeks to avoid damaging UVA/UVB rays that cause melanoma and skin aging. While sunscreen and suntan lotions have ...

Beauty and Personal Care - International

Baby Boomers Across Seven Categories - US

Companies must have a clear understanding of the Baby Boomer demographic in order to market products and serve their needs better. Mintel has compiled information from multiple Oxygen reports and Mintel Inspire to give you a holistic view of today's Baby Boomer consumer.

October 2011

Hair Styling Products - Europe

"While many beauty and personal care sectors have benefited from the recession, as they offer a relatively inexpensive way for women to treat themselves, hair styling products do not fall within this category and sales have struggled. Innovation in products that can repair and protect the hair from environmental damage ...

Vitamins and Supplements - Europe

The vitamins and supplements market has traditionally benefited from consumers' growing interest in self-diagnosis and self-medication of ailments and in looking after their health to prevent illness. This includes taking dietary supplements to ensure they are getting all the nutrients they need.

OTC External Analgesics - US

Category sales for OTC external analgesics have recovered to pre-recession levels, and a number of factors are in place to drive greater growth: an aging population, rising arthritis rates, trends in self-care, and more. This is a time of considerable opportunity, and this report explores the growth in this market ...

Marketing Health to Men - US

Marketing health to men is not always an easy endeavor, as men are far less likely than women to regularly visit their doctor, report illnesses or buy health products. However, as the population of men aged 55+ continues to grow over the next five years, the need for quality health ...

Marketing Health to Asians - US

Asians are the fastest growing racial minority in the U.S. and the Asian population includes a significantly higher number of high-income households than the norm. Asian Americans are a diverse group of consumers with different tastes and cultural backgrounds, depending on their country of origin or level of acculturation ...

Men's Grooming and Shaving Products - UK

"The over-45s are low volume users of male grooming products. With the ageing of the UK's population, more men need to be encouraged to maintain their grooming routines as they age and pass retirement age. Anti-ageing products that are marketed using well known personalities that older men can relate to ...

Children's Lifestyles - UK

"Being the digital natives, today's children are well versed in all aspects of technology and the internet, and despite the age restrictions, an estimated 0.97 million children aged 7-12 use Facebook on a daily basis. Friends' acceptance is an important factor driving social network adoption, but peer influence is ...

Hair Colourants - Europe

The austere economic setting had an adverse effect on European value sales of hair colours, with France, Germany and Italy all posting a decline in 2010. Spain managed only modest growth, but the UK market bucked the downward trend and posted dynamic growth of 7%. Germany remains by far the ...

Men's Toiletries - US

Despite the fact that unemployment numbers are still high (9.1% as of September 2011) and household income is down in the U.S., interest in the men's grooming market is not waning. U.S. retail sales are estimated at \$2.4 billion in 2011, with deodorant/antiperspirants leading the ...

Fragrances - US

The recent declines in the U.S. fragrance market slowed significantly in 2010 and estimates point to 2011 posting the first market increases since before the recession. Led by growth in the men's fragrance sector, which surpassed sales of the women's sector for the first time in more than five ...

September 2011

Men's and Women's Fragrances - UK

"The men's fragrance market lags behind women's both in terms of product use and market size. This, in part, may be explained by the strength of the body spray category since such items are, in general, considerably less expensive than eau de toilettes and aftershaves and so keep the market's ...

Marketing to Dads - UK

"Despite the fact that more women than ever have careers, fathers still assume the traditional role as breadwinner. However, economic uncertainty and instability in the job market, compounded by the rising cost of living, puts fathers under significant pressure to provide for their families. Today's fathers prioritise working over family ...

Men's Fragrances - Europe

The big 5 European markets for men's fragrances put on varying performances in 2010. While France, Italy and Spain failed to return to growth after the economic recession, Germany and the UK managed to post value growth. The Brits were particularly keen to escape the harsh economic reality by treating ...

British Lifestyles - UK

The cost of living is rising and we are changing the way we shop as a result. Forced to evaluate our spending, we are increasingly becoming savvy shoppers with half of us no longer wanting to pay full price for anything. Brand loyalty is one of the biggest victims of ...

Marketing to Mums and Mums-to-be - UK

"With women putting a higher priority on their education, careers and financial stability, the average age of becoming a mother has gone up to 29.5 years. With 2.8 million breadwinner mothers in the UK, partners play an increasingly important role in the upbringing of their offspring, even though ...

Vitamins and Supplements - UK

"Over a half of adults do not take vitamins and supplements as they feel they get all the vitamins and minerals they need from their diet. Perhaps supplements manufacturers could expand their brands into foods such as vitamin and mineral enhanced cereal bars and yogurts in order to boost usage".

Women's Fragrances - Europe

European value sales of women's fragrances were negatively affected by the economic recession, with consumers placing increasing emphasis on value for money and cutting their spending on prestige offerings. During 2010, however, women started to return to their pre-recessionary spending habits, taking value sales back to growth. While France remains ...

August 2011

Colour Cosmetics - UK

“Make-up sales are brushing up nicely and maintaining growth despite the economic downturn. Colour cosmetics have the power to make women feel more attractive and to give them a confidence boost – significant deliverables from an often relatively inexpensive purchase. In today’s dour economic climate, it seems the ‘Lipstick Index’ ...

Black Haircare - US

The FDMx Black haircare market was not immune to the recession, posting an inflation-adjusted decline of 6% from 2006-10. Despite this cumulative decline, the \$185 million market appears to be on the road to recovery, expected to post its first real-term gain of 4% in 2011. The positive results are ...

Luxury Goods Retailing - International

“We are on the cusp – in two respects. Longer term trends herald the usurpation by Asia of Europe as the largest luxury goods market by revenues. More immediately, and worryingly, financial crises in Europe and the US threaten a stalling of the global economic recovery and will certainly have ...

New Generation Latino - US

Out of the total net growth in population from 2006-16, Hispanics will account for 30% of the growth and a large percentage will be under age 35. Currently, 62% of all Hispanics are under 35, versus 47.7% of the total U.S. population. New Generation Latinos (NGLs), Hispanics aged ...

Online and Mobile Shopping - US

While the recession and persistently low consumer confidence levels have dragged down sales in many sectors of the U.S. retail market in recent years, online and mobile shopping have been bright spots. Throughout the recession and recovery, ecommerce sales have grown at a significantly faster pace than offline retail ...

Beauty and Personal Care - International

Men's Grooming - Europe

The male grooming category in the Big 5 European countries combined, UK, France, Spain, Italy and Germany, was valued at €6.6 billion in 2010. Since 2005, the market has grown by just 8%, as men show an increasing interest in personal appearance and image but price promotions put a ...

Children's OTC and Healthcare Products - UK

“Fewer than one in five parents consults a pharmacist for health advice. The National Pharmacy Association’s annual Ask Your Pharmacist Week could place more focus on the pharmacist’s role in helping parents diagnose their children’s ailments and providing OTC solutions, so that pharmacists are viewed by parents as a first ...

Spending Habits of the Teen Consumer - US

Teen consumers are an important part of the U.S. economy. Although teens curtailed spending due to the recession and its lingering effects, they held back less than other groups and were the quickest to return to the check-out counter when the market improved. Because most teens are dependent on ...

Colour Cosmetics - Eyes, Lips, Nails - Europe

“Mintel’s estimates of average spend on make-up products finds the highest spenders in Spain, followed by Italy, where the typical woman’s basic make-up kit would cost some €80 to replace. This compares to just € / £50 in Germany and the UK.”

Marketing To Young Couples - UK

There are almost 16 million adults aged 16-34 living in the UK of which almost three in ten (4.6 million) are either married or living with their partner. The length of time that they have been together as well as the commitment that they have made to one another ...

Colour Cosmetics - Face - Europe

Value sales of colour cosmetics overall as well as face make-up specifically continued to grow in the big 5 European countries in 2010, thanks greatly to the so-called 'lipstick effect' which sees sales of inexpensive treats increase in times of recession, and new product development. Recent innovation has been focused ...

July 2011

Sexual Health - UK

"Many years ago Katherine Hamnett's T-shirt designs incorporated a small condom pocket – could this return as a design feature, either by way of a condom brand extending into the underwear market or as a special line designed by an underwear company such as Calvin Klein?"

Marketing to the Modern Family - UK

Running analysis on Britain's parents, Mintel has identified four mutually exclusive groups based on how close-knit their relationship with their children is. These groups will be analysed in greater detail within this report. This report identifies the key characteristics of each family typology and helps understand their relationship with their ...

Body Care - US

FDMx sales of body care products reached \$992 million in 2011 (est.)—an increase of only 5% since 2006 at current dollars and a decline when accounting for inflation. Poor economic conditions and lack of significant innovation in the marketplace are the culprits. The category is mature; the majority ...

Healthy Living - US

As the obesity epidemic continues to bring awareness to the state of healthy living in the U.S., consumers are searching for new and better ways to eat right, exercise and create balance in their lives. Companies, facing rising health insurance costs for their employees, are also working to encourage ...

Women's Bodycare and Depilatories - UK

"Women are plagued with any number of body issues and while body care products are available on the market to treat every conceivable aesthetic problem, half of women are likely to opt for a general-purpose moisturiser. Brands that deliver measurable results could potentially turn this around. In face care, for ...

Color Cosmetics - US

The color cosmetics category grew by 5.1% in 2010 and is forecast to increase another 5.9% in 2011. Growth has been driven largely by aggressive promotions, development of products that met key price points and the elimination of poorly performing lines. The food, drug and mass segment (not ...

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 the potential impact of the government's austerity measures.

Conditioners and Treatments - Europe

The big 5 European countries put on a varied performance in regards to sales of conditioners and hair treatments in 2010, with market value up in France, Spain and the UK, but Germany and Italy posting a modest decline. Valued at €414 million, France is by far the largest market ...

June 2011

Marketing to the Boomerang Generation - UK

The recession that began in 2008 has had a profound impact on the availability of jobs and has made it increasingly difficult to borrow money and get mortgages. With almost six in ten Boomerangs moving home for financial reasons, the Boomerang Generation is just one of the side effects of ...

Hair Appliances and Accessories: The Consumer - US

Hair appliances: Lack of new technologies and the poor economy have forced retailers and suppliers of electrical hair styling appliances to become more creative about how they develop products and go to market. In what is largely a replacement category, incremental sales are being driven by multi-use items, as well ...

OTC Painkillers and Cold and Flu Remedies - UK

Since the beginning of the recession in 2008, the market for OTC pain and cold/flu remedies has experienced a decline in value sales. According to Mintel's consumer research, the active ingredients contained in OTC medication are more important than the brand of medication.

Green Lifestyles - UK

The recession, rising costs of fuel and food as well as the cost of living has seen people re-evaluate their lifestyle and outgoings. This report explores people's attitudes towards the environment and establishes how green people say they are compared to how green their lifestyles actually are.

Health and Fitness Clubs - US

The fitness club category has posted annual gains during the past five years, even during the recession, with revenues increasing from \$15.9 billion in 2005 to an estimated \$20 billion in 2010. Fitness club membership has similarly grown, from 41.3 million members in 2005 to an estimated 46 ...

Beauty and Personal Care - International

Facial Skincare - UK

The UK women's facial skincare market is in rude health and is expected to generate annual sales of £964 million in 2011, up almost 4% year-on-year. The category's penetration is relatively high, with close to nine in ten women (86%) using face creams and lotions. The category will likely be ...

Health and Fitness Clubs - UK

For the UK health and fitness clubs industry, it has been a case of 'battening down the hatches' during the past two years. Most operators have seen business decline or at best stay relatively flat as consumers have cut back their spending on discretionary products and services.

Shampoos - Europe

European shampoo sales have been adversely affected by the economic recession, with consumers opting for economy and private label offering at the expense of premium products. Value sales in the 'big 5' have thus either stagnated or posted a decline. However, the year 2010 showed signs of improving demand.

Oral Care - US

Sales of oral care products declined slightly in 2008 and 2009 as millions of Americans sought to reduce household expenditures as a result of recessionary pressures. However, FDMx sales grew for the first time in three years in 2010 and now resemble levels observed before the recession.

Private Label Beauty - US

In this report, Mintel examines the niche market of private label color cosmetics as it relates to lip, eye and face makeup. While retailers had high hopes for this segment during the mid-2000s, shoppers' distrust of unfamiliar names has caused it to decline considerably. Even the recession has not spurred ...

Feminine Hygiene and Sanitary Protection Products - Europe

The sanitary protection markets France, Italy and Spain were in the red in 2010 when sales dipped by 1.6%, 8.6% and 0.5%, respectively. In the UK sales were flat, while only Germany eked out modest growth (0.8%) in the period. While product use is high – ...

May 2011

Haircare - US

After category sales declines in 2008 and 2009, the haircare category posted a 1.1% increase in sales in 2010 to reach \$6.4 billion. Although growth was modest, a number of products that shared the same features had significant sales gains. This strongly suggests a new era of opportunities ...

Student Lifestyles - UK

What we have seen:

Latina Consumer - US

According to the 2010 U.S. Census, Hispanics are the second largest ethnic group in the nation with a population growth that is now driven by U.S. birth rates rather than new immigrants. As well as growing in number, Latinas are demonstrating their spending power like never before; they ...

Bodycare and Depilatories - Europe

Steady, year on year value growth in European bodycare sales has been compromised by the economic recession and premium-oriented, non-essential products, such as anti-cellulite and firming treatments and gradual tanners, have fallen out of favour due to consumers' saving measures. Instead, consumers have returned to more basic bodycare products and ...

Private Label Beauty Products and Toiletries - UK

What we have seen:

Feminine Hygiene and Sanitary Protection Products - UK

The sanitary protection (sanpro) and feminine hygiene market is expected to generate sales of £297 million in 2011, an uptick of over 1% year on year. The FMCG category is highly promotional with multi-purchase and discount deals a regular feature of supermarket shelves.

Cold, Flu and Allergy Remedies - US

In the U.S., the over-the-counter (OTC) cold, flu and allergy remedy market sold through FDMx (food, drug, and mass merchandisers, excluding Walmart) dipped slightly in 2010, following a range of challenges that have hurt the potential for sales growth. Chief among these was a moderate 2009-10 flu season, but ...

April 2011

Beauty and Personal Care - International

Beauty Retailing - US

The color cosmetics and facial skincare categories continued to grow through Q4 2010 despite the slow economic recovery, but these segments are not recession proof. Unemployment was still high and consumers remained careful about spending. The retailers that reported the strongest performances were the ones that combined savvy merchandising and ...

Shampoo, Conditioners and Treatments - UK

Shampoos, conditioners and treatments need to overcome their commodity status. Manufacturers and retailers are trapped in a vicious circle of aggressive discounting, which holds back value growth, which in turn prompts them to discount once again to drive up volume. The key to redressing this situation is to build penetration ...

Budget Shopper - UK

Despite challenging economic conditions, the majority of people (59%) have felt the effects of the recession but have managed fairly well. This report explores people's financial health and their budgeting habits; it examines attitudes towards spending money and identifies the emotional responses to brands and retailers; the conflict between quality ...

Green Marketing - US

The number of consumers whose shopping or investing decisions are influenced by corporate behavior continued to grow in 2010. Despite ongoing financial pressures, consumers remain committed to ethical and green shopping.

Facial Skincare - US

Sales of facial skincare products in the U.S. declined in 2008 and 2009, as millions of Americans took steps to mitigate the impact of the recession and minimize household expenditures. However, category sales increased in 2010 and there is reason to believe sales could rise again in 2011.

Marketing to Gen X - US

Sandwiched between the Millennial and Baby Boomer segments, Generation X (Gen X) has come of age. As this generation enters their late thirties and forties, they hardly represent the "slacker" stereotype that media pundits used to describe the generation in the 1990s. Indeed, many are reaching their peak earning years ...

Marketing to Singles - UK

Consumer behaviour can be complicated and bewildering. What makes people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

Marketing to Retired People - UK

Consumer behaviour can be complicated and bewildering. What makes retired people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

Homeopathic and Herbal Remedies - US

The market for homeopathic and herbal remedies increased 17% from 2005-09 to reach \$5.9 billion. As these once considered "alternative" remedies continue to transition into the mainstream, Mintel expects growth to continue at a steady rate, averaging 3.5% growth annually through 2015.

Soap, Bath and Shower Products - UK

The recession has impacted upon the shopping habits of more than five in ten adults. Buying soap, bath and shower products that are on special offer is top of the mind amongst just over a half of consumers. Almost four in ten consumers even go as far as stock piling ...

Beauty and Personal Care - International

Facial Skincare - Youth - Europe

The European Big 5 facial skincare markets weighed in at €6.6 billion in 2010, representing an increase of 2% year on year. Young European women are enthusiastic users of facial skincare products, spending €662 million on the category in 2010.

Facial Skincare - Europe

The Big 5 European beauty markets – France, Germany, the UK, Italy and Spain – saw their combined 2010 facial skincare sales hit €6.68 billion, representing a 1.4% increase over 2009. Sales are expected to rise across all five markets in 2011, with particularly dramatic growth coming from ...

Soap, Bath and Shower Products - Europe

Sales of soap, bath and shower products have put in a varied performance in the Big 5, partly due to the economic recession. While demand for bath additives is generally declining, growth in shower gels and liquid soap has supported sales. Backed by its bigger population, Germany is the largest ...

Facial Skincare - Anti-age - Europe

Facial skincare has weathered the stormy economic climate well, delivering growth – albeit modest – across the Big 5 European markets in 2010. Anti-ageing products are a major skincare work horse, accounting for the highest grossing segment in France, the UK, Italy and Spain, and weighing in at €2.6 ...

March 2011

Soap, Bath and Shower Products - US

The U.S. market for soap, bath and shower products sold through food, drug, and mass merchandiser channels is driven by consumer demand for fragrance and moisturization in their shower products in 2011, as evidenced by the results of Mintel's exclusive consumer survey, in which respondents cite these attributes as ...

Consumer Attitudes Toward Luxury Goods - US

While the economy has had an impact on luxury sales, it is also apparent that many consumers still have an affinity for luxury goods and thus are seeking them out in large numbers. It is also clear that consumer definitions of "luxury" are changing and now encompass the superpremium goods ...

Department Store Retailing - UK

The department store sector is mature and has consolidated significantly in the last decade as the weakest players failed to compete effectively in today's marketplace. Mintel estimates that sector sales (based on statutory revenues) were worth £13.7 billion incl. VAT in 2010.

Disposable Baby Products - US

The market for diapers, training pants, cleaning products and wipes is highly saturated. However, there are opportunities for retailers, as well as manufacturers, of disposable baby products that focus their product development and marketing efforts keenly on the needs and preferences of consumers, especially mothers.

Marketing To Women - UK

Consumer behaviour can be complicated and bewildering. What makes women think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

Department Store Retailing - Europe

The European mixed goods market has faced significant challenges throughout the recession in the major Western European markets:

Babies' and Children's Personal Care Products - UK

- In order to grab parents' attention, manufacturers are increasingly focusing on introducing new products that are fun to use for babies' and children. Children's character-licensed toiletries are becoming increasingly common. Almost one in six parents buy toiletries for their baby or child which feature characters.
- Own label has grown ...

Christmas Shopping 2010 and Planning for 2011 - UK

Consumers had an easy time of it in 2010, or perhaps it would be fairer to say that they should have cut back on spending, but instead they chose to cut back on saving. The year ended with a remarkably strong performance over Christmas. But where next?

Deodorants - Europe

While deodorants are regarded as a daily essential for most European adults, manufacturers are increasingly positioning them as beauty products in an attempt to encourage consumers to spend more and break the relentless cycle of price promotions.

February 2011

Healthy Lifestyles - UK

This report explores consumers' health habits and issues; it examines attitudes towards living healthily and identifies key drivers that prompt a change in lifestyle and popular sources of health advice and information. The level and type of employer participation in encouraging staff to live healthier is also examined.

Marketing to Moms - US

Moms today are better educated, more likely to be their families' primary earners, and more plugged in than ever to friends, family, brands, and a constant stream of parenting information and advice. Their position as the heart and soul of the family is as strong as ever. Yet the challenges ...

Pharmaceuticals Consumer - US

Sales of all pharmaceuticals have been steadily rising, from \$280.4 billion in 2007, to \$296.7 billion in 2009. Behind these positive numbers, however, is a category facing numerous challenges and opportunities. This report examines how consumers view pharmaceuticals, and covers the following:

Blacks and Personal Care - US

It is important that marketers of personal care products that plan to target the African-American market understand the vast differences in Black skincare and haircare needs compared to that of other races. These specific needs are not just related to African Americans but to all people of sub-Saharan African origin ...

Deodorants and Bodysprays - UK

The deodorants and body spray market is smelling sweet. With sales of £548 million in 2010, penetration is nearing total and the majority of adults use deodorants as part of their daily grooming rituals. It is, therefore, to some extent buffered from the impact of the current gloomy economic climate.

Anti-aging Skincare - US

The U.S. market for anti-aging skincare products sold through food, drug, and mass merchandisers (FDMx) experienced decelerating sales in 2010 as the economy forced many budget-conscious consumers to cut back on non-essential items as their spending power for such items shrank. Further deceleration and even losses were prevented by ...

Beauty and Personal Care - International

Antiperspirants and Deodorants - US

The antiperspirant/deodorant market is very mature and highly competitive. While many companies have struggled to achieve growth in this environment, some firms have made significant gains with specific types of products and a consumer-centric approach to product development and marketing.

Green Living - US

The “green” marketplace was one of the fastest-growing sectors of the U.S. economy leading up to the recession. Though spending on green products and services stalled along with the rest of the economy, the first signs of renewed growth are beginning to appear. In this report, Mintel analyzes the ...

Arthritis - US

Some 50 million Americans 18 and older had arthritis in 2009, and this number is expected to grow to 67 million by 2030. As arthritis is currently incurable, companies that offer products/services that alleviate pain can enjoy robust growth for the future. This report provides businesses with the insights ...

Marketing to Men - UK

Consumer behaviour can be complicated and bewildering. What makes men think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)? Identifying an individual's personality type makes it easier ...

January 2011

Hand, Nail and Foot Care - UK

The hand and foot care categories are relatively staid with consumers for the most part being driven to the category to find solutions to their existing problems rather than to test out innovations.

Oral Healthcare - UK

While the market has reached close to 100% penetration for basic items (eg toothpaste and toothbrushes) and is serviced by a comprehensive and wide-ranging product offer, there is still room for growth. There is an opportunity to upgrade the basic one-step brushing regimen to include a mouthwash and, for more ...

Hand, Foot and Nail Care - Europe

European Consumer Goods Intelligence is a unique series of fmcg market research reports, written by industry experts and incorporating exclusive insight into consumer activity and market trends.

Trendsetters - UK

Mintel has predicted eight key consumer behaviour trends for 2011, examining how consumer behaviour is changing in the wake of the recession.

American Lifestyles - US

Using consumer data gathered in October 2010—as well as the findings of more than a dozen 2010 publications of Mintel Oxygen reports—together with insights gleaned from trend analysis conducted by Mintel's Inspire group, analysts have identified a number of salient trends that are likely to impact consumers and companies in ...

Beauty Retailing - Italy

Mintel European Retail Intelligence provides independent, expert coverage of the major retail sectors throughout Europe. Each title in this series analyses retailing trends in up to 19 European markets, including the Scandinavian nations and Eastern European countries such as the Czech Republic and Poland as well as the major Western ...

Beauty Retailing - Germany

Beauty Retailing - France

Beauty and Personal Care - International

Germany's economy has enjoyed one of the strongest recoveries in Europe, bouncing back from the recession thanks to an export-led recovery. However consumers are still held back by the recent austerity measures, and although confidence is on the up, spending is likely to remain fairly subdued. The retail sector is ...

Mintel European Retail Intelligence provides independent, expert coverage of the major retail sectors throughout Europe. Each title in this series analyses retailing trends in up to 19 European markets, including the Scandinavian nations and Eastern European countries such as the Czech Republic and Poland as well as the major Western ...

Beauty Retailing - Spain

Beauty retailers' sales are believed to have contracted for the third consecutive year in 2010, coming in at €17.4 billion excluding VAT for the year. Underperformance in the last few years can be attributed to consumers cutting back and trading down in order to save money. Own brand lines ...

Hispanics and Personal Care - US

As Mintel's *Beauty and Personal Care Consumer—U.S., January 2010* reported, the majority of the population is trading down to lower-priced brands or store brands. The same shopping pattern is not so for Hispanics. In fact, despite the recession and their lower-household income levels, in part due to Hispanics' ...

Beauty Retailing - UK

Beauty retailing is an innovative and dynamic market. But its structure is very different to a number of large non-food categories such as clothing, electricals and DIY where specialist retailers dominate. In beauty retailing non-specialists play a particularly important role too.

Beauty Retailing - Europe

The 2011 Mintel report series on *Beauty Retailing in Europe* covers the beauty market in six countries, France, Germany, Italy, the Netherlands, Spain and the UK. This data in its entirety is contained in the single copy six-country report, which gives a full overview of beauty retailing in these markets ...

Hand and Nail Care and Color - US

The U.S. market for hand and nail color and care products sold through food, drug, and mass stores is enjoying resurgence in DIY nail care, as the struggling economy favors more affordable home care products rather than a costly salon visit. As consumer confidence lags, unemployment rates stagnate and ...

Marketing Health to Blacks and Hispanics - US

Mintel explores how Hispanics and Blacks in the U.S. regard their health and what it means to lead a healthy life in these communities. Mintel's exclusive consumer research examines who Black and Hispanics turn to for advice on health-related issues, their likelihood of using prescription medications and symptom-related OTC ...