

June 2018

Oral Health - US

"Oral care sales generated \$8 billion in 2017, a modest 0.6% increase from 2016 driven by slowed growth in the toothpaste and mouthwash segments. Oral hygiene routines remain unchanged for most consumers, but around one fifth are working to improve their regimens. While they are relatively minimal, some frustrations ...

May 2018

Facial Skincare and Anti-aging - US

"The facial skincare and anti-aging market has grown a modest 5% between 2012-17, driven by gains in the facial cleanser and facial moisturizer segments. Consumer demand for multi-benefit products is hurting growth of specialty skincare treatments, and an emphasis on natural, effective ingredients could be a challenge to mature, established ...

Footcare - US

"Footcare industry sales are projected to dip. The industry is slowly stabilizing after a sharp sales increase in 2015 was followed immediately by steep declines, a result of a foot smoothing device fad. Foot pain and aesthetic issues are fairly common, driving footcare product usage. Consumers prioritize functionality over brand ...

April 2018

Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner, and hairstyling products market continues to post slow but steady growth, driven by gains in the shampoo segment and a stabilizing conditioner segment, buffering struggling sales of hairspray and hairstyling products. Damage concerns and preferences for natural hair looks have some consumers skipping daily washing in lieu ...

Feminine Hygiene and Sanitary Protection Products - US

"The feminine care market is moving further towards a competitive imbalance, with P&G becoming more dominant and private label encroaching on the position of smaller players. A rapidly aging consumer base makes growth a challenge; but there are opportunities. Natural products, improving consumer brand involvement, and durable sanitary protection suggest ...

Consumers and the Economic Outlook - US

"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...