

June 2012

OTC Painkillers and Cold and Flu Remedies - UK

“Big OTC brands in the UK are working in stressed market conditions, as cash-strapped savvy consumers buy lower-priced alternatives based on key ingredients. Brands are already making significant strides to introduce innovative products, but they face tough times ahead as the economic background continues to put pressure on household budgets ...

May 2012

Sanitary Protection and Feminine Supplies - UK

“The market for sanitary products is an essential item among women, and yet it has struggled to deliver on growth, because unlike other personal care items, this is a category which offers little in the way of indulgence and luxury, with consumers instead focused solely on performance.”

April 2012

Nappies and Baby Wipes - UK

“Around 31% of parents use baby wipes for general cleaning. To encourage usage of cleaning-specific wipes, brands (eg Kandoo) could be extended and positioned as ‘toy wipes’, which are ideal for cleaning babies’ and children’s plastic toys, to kill germs but be safe for babies. The wipes could also be ...