

September 2012

Home Laundry Products - US

An economizing mindset continues to weigh heavily on the home laundry market, resulting in a 3% sales decline between 2007 and 2012. In spite of the downward sales trend, consumer interest and engagement remains strong in the \$9 billion category. Considerable opportunities exist for brands that offer innovation, improved performance ...

First Aid - US

First aid products and treatments naturally correspond to consumer injury and illness. As it is difficult to increase the need for these products, marketers need to be especially savvy about increasing awareness and usage of first aid accessories and treatments. Therefore, consumer education is key to making brands top of ...

Toilet Cleaning and Care - UK

"With a reduction in product usage, volumes and value sales, the flush treatment segment of toilet care is in need of reinvigoration. Promoting the importance of such products for continuous toilet cleaning in terms of not just freshening but also keeping the toilet free from germs and stains could convince ...

Meat-free and Free-from Foods - UK

"The sizeable group of health-conscious consumers are ripe for targeting through vegetarian/meat-free foods and meat substitutes, possibly along the lines of 'stealth health', encouraging families to swap a meat-based meal for one that is vegetarian and therefore better for them."

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OTC Pediatrics - US

The OTC pediatrics category has estimated total U.S. 2012 sales of \$1.4 billion with an increase of 7.5% versus a year ago. As impressive as that figure is, it would undoubtedly be even larger if not for a number of recalls in recent years from high-profile companies ...

The Personal Care Consumer - US

The beauty and personal care consumer remains primarily feminine and continues to worry about aging, dry skin, and damaged hair. However, the market demographic appears to be shifting and new groups are looking for new products. Women as young as 25 show concern over aging and are looking for products ...

Vitamins and Supplements - UK

"When it comes to health and wellness today's information-driven consumers seek advice from a number of quarters but it is recommendation that carries the highest weight influencing purchase of vitamins and supplements amongst six in ten users. With personal recommendations, or those from experts, being the biggest driver for buying ...

Air Fresheners - US

Air freshener sales have been declining over the last few years as a result of macroeconomic conditions that have caused consumers to cut back on their spending, particularly on products such as air fresheners, which are a more discretionary purchase. However, some air freshener brands and product segments have posted ...

The Private Label Hispanic Consumer - US

According to the U.S. Census Bureau, the Hispanic population is expected to reach 61.1 million by 2017, a 15.6% increase from 2012. Additionally, Hispanic spending power is expected to climb to nearly \$1.7 trillion by 2017, from nearly \$1.2 trillion in 2012. Hispanic households are ...

Children's OTC and Healthcare Products - UK

"Adopting a more holistic approach could give a good boost to the Children's OTC market. Providing parents with skills to offer their baby relief from symptoms of minor ailments such as colic, teething, and constipation ...

Household and Personal Care - International

will be key to expanding the children's OTC market. Independent healthcare companies could take a ...

Black Haircare - US

The Black haircare market is estimated to be \$684 million in 2012, a slight decrease from the \$687 million posted in 2007. This category has been impacted by the prolonged recession, which has hit Black consumers harder than it has the general population. While this has been beneficial for the ...

Fabric Care - UK

"With a decline in sales seen over the last year, fabric care brands need to look at a variety of different angles for creatively promoting usage of their products. A variety of themes could be used to prove the effectiveness of products, including getting rid of stains from and freshening ...

Household Batteries - US

The household batteries market has declined 10% between 2007 and 2012 as many of the most power hungry mobile devices, such as cameras, music players, and others, have shifted to dedicated or built-in rechargeable power sources. Still, household batteries remain a ubiquitous presence in the home and are widely used ...

Convenience Stores - US

Mintel's proprietary research finds that overall usage of convenience stores is far-reaching, and frequency of visits is high. However, challenges exist for industry players to establish brand loyalty. A highly fragmented retail landscape and a potluck-style product mix contribute to the common consumer perception that convenience stores are "all pretty ...

Sports and Energy Drinks - UK

"With around three in ten consumers sceptical that sports and energy drinks 'do what they claim' the market should take inspiration from the cosmetics industry in terms of proving the science behind the functional claims, helping to justify the category's position as a more expensive product and alleviate any concerns ...

Candles - US

Candle sales have been declining over the last few years as a result of macroeconomic conditions that have caused consumers to scrutinize how they spend their dollars and take steps to minimize their spending of discretionary income. However, some candle brands in the FDMx market have posted sales growth during ...

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Sexual Health - UK

"Overall the sexual health picture is not as positive as might have been predicted a year ago. Perhaps for greatest overall effect messages have to be delivered at the point of sale, to emphasise the importance of consistent use of condoms. To reach non-regular users, maybe brands could consider taking ...

Home Shopping - UK

"The days when home shopping was distinct from store shopping are over. It's only analysts who try to make the distinction. For everyone else it is just shopping. And

Household Cleaning Equipment - UK

The market for household cleaning equipment has shown solid growth over a period when spending on many other larger household items has been curtailed by low consumer confidence due to the recession and a weak housing market. The essential nature of purchasing and continued importance attached to maintaining a clean ...

Household Cleaning Equipment - US

Household and Personal Care - International

shopping is changing rapidly. If there is one clear message of this report it is that home shopping and store shopping ...

Difficult economic conditions continue to put pressure on the household cleaning equipment market, which has seen sales decline in four of the last five years. Changing cleaning habits are also evident in marketplace results as cleaning equipment emphasizing convenience and ease continues to gain share. Putting the category back on ...

Healthy Snacking - US

At a time when America's obesity problem is receiving extensive coverage from the media, consumers are becoming more aware of the long-term potential health implications of their eating habits. Unlike some other eating occasions, snacking is most associated with fun and perhaps even indulgence, which can make it challenging for ...

Contraceptives - US

Sales in a variety of categories declined during the recession. However sales of OTC contraceptives spiked in 2009 and continued to grow in 2010 and 2011. While this growth is encouraging, it is also apparent that few manufacturers and retailers have been able to fully capitalize on growing demand for ...

Shopping for Groceries - US

Total retail sales of groceries sold through supermarkets and drug stores reached \$337.7 billion in 2011 and are expected to reach \$347 billion in 2012. The grocery market saw a slight slowdown in 2009 and 2010 as a result of the recession, yet is positioned to grow annually through ...