

September 2012

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 ...

Fragrances - US

The U.S. fragrance market is experiencing healthy growth after seeing declines associated with the economic recession. Due to estimated growth of 6% in 2012, the industry is expected to reach more than \$3.5 billion in sales by the end of the year. Growth is being driven by improved ...

August 2012

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 ...

July 2012

Color Cosmetics - US

The market for color cosmetics stagnated during the recession as women spent less freely on makeup, trading down and reducing replacement cycles. However, sales have rebounded and increased 4.6% from 2010-11 and are estimated to increase 3.5% from 2011-12, reaching \$8.4 billion.

Body Care - US

Sales of body care products declined by 10% from 2007-12 (19% when adjusted for inflation) to reach \$2.5 billion, with the steepest declines seen in 2010 and 2011. This poor performance is likely due to a prolonged period of economic uncertainty that has consumers adjusting their use of non-essentials ...