

## December 2012

### Medicated Skincare - US

“The medicated skincare market can expect to see growth in the coming years due to skin irritations being a common occurrence for many consumers. However, the market faces some challenges: most consumers only purchase products to treat a single occurrence of an irritation, there are growing concerns around the use ...

### Beauty Online - US

“Interactive shopping features allow consumers to have a more personal and custom interaction with the retailer, with the hopes of replicating personal customer service previously exclusive to in-store shopping.”

## November 2012

### Sun Protection and Sunless Tanners - US

“As skin cancer and sun protection awareness campaigns continue to warn consumers about the dangers of UV exposure and the FDA continue to propose tightened product regulations, manufacturers will need to stay ahead of the curve in order to maintain consumer confidence in the category.”

## October 2012

### Men's Grooming and Toiletries - US

“While there are no easy solutions to understanding the saturation point of the men’s grooming market, understanding the functional benefits that are desired by men and communicating those benefits in advertising will likely be the best way to resonate with this consumer.”

## 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 ...

## June 2012

### Salon Services - US

In the weakened economy the salon industry experienced a slowdown as many clients cut all but basic maintenance out of their budgets. With the economic recovery has come a return to the salon chair, and according to the Bureau of Labor Statistics , by 2020 there will be a need for ...

### Oral Care - US

The U.S. oral care market continues to feel the impact of the stagnant economy, growing modestly in 2011 with the expectation that this modest growth will continue into 2016. However, population growth from key users of oral care products—women, Boomers, and Hispanics and Blacks—should help the market steadily grow ...

## May 2012

### Sanitary Protection and Feminine Supplies - US

Women continue to search for reliability, effectiveness and comfort when purchasing sanitary protection and feminine supply products. However, changes in the marketplace including increased trust in private label offerings and a desire by consumers for more open and honest communication is changing the landscape. National brands are finding ways to ...

### Facial Skincare - US

The U.S. market for facial skincare products is driven overwhelmingly by women, who report using facial skincare much more than men, who themselves are much more likely to maintain a daily regimen of merely soap and water as opposed to facial cleansers, toners, and assorted other specialized products. The ...

## April 2012

### Shampoo, Conditioners and Styling Products - US

### Soap, Bath and Shower Products - US

## Beauty and Personal Care - USA

The haircare market has seen little change between 2006 and 2011, with sales of \$6.5 billion in 2011 just \$10 million more than in 2006. Fluctuations in the interceding years have been by and large a product of the faltering economy, with increases in 2009 a result of consumers ...

The U.S. market for soap, bath, and shower products was significantly impacted by the slow economic recovery, which caused declines in 2010 and allowed for only modest growth in 2011 as users traded down to less expensive products or made their existing products last longer. Still, growth is moderately ...

### March 2012

#### Disposable Baby Products - US

The U.S. market for disposable baby care products has been severely impacted by the economic downturn, suffering sales losses each year between 2006 and 2011, and forecasts into 2016 paint a similarly grim picture. Further compounding the slide is a declining birth rate in the U.S., stemming demand ...

#### Children's Personal Care - US

Despite an increase in the population of kids aged 6-11, most segments of the children's personal care (CPC) market have seen declines in the last five years and are projected to see declines in the next five years. It appears that this is partly due to the down economy ...

#### Anti-aging Skincare - US

The U.S. anti-aging skincare market has experienced decelerated growth between 2006 and estimated 2011, as the impact of the economy forced tight household budgets for many users, who found less disposable income for discretionary purchases in recent years.

#### Deodorants and Antiperspirants - US

The \$2.9 billion antiperspirant/deodorant market posted a 5.9% increase from 2006-11. Despite a questionable economy, penetration has changed little as consumers may have traded down, but rarely out, of this personal care essential. Indeed, the majority of respondents surveyed consider deodorants and antiperspirants to be a core-grooming ...

### January 2012

#### Foot Care - US

Reflecting a trend that has been seen in a variety of categories, sales of foot care products declined sharply in 2009, as millions of Americans sought ways to reduce discretionary spending and increase savings for a "worst case scenario" plan. While sales fell again in 2010 and 2011, improving economic ...