

Household and Personal Care - International

June 2017

OTC Pain Management - US

"A majority of consumers turn to some form of OTC (over-the-counter) pain management product to treat pain, with internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Looking forward, consumers' need for pain treatments is not expected to change, and a preference ...

Oral Care - US

"In a category with slow but steady sales growth and high penetration, factors such as brand, benefits, and costs have the greatest influence in purchase decisions. To maximize growth potential, stakeholders should leverage a need for sensitivity products, products offering a variety of benefits, and natural positioning."

- Jana Vyleta, Health ...

Cookware - US

"Cookware sales have remained slow amid high household penetration, yet steady growth is likely attributed to consumers' generally positive attitudes toward cooking and baking at home. While adults find health and creative benefits to the process, there is interest in furthering their skills in the kitchen and expanding their inventory ...

May 2017

Dishwashing Products - UK

"Competitive pricing across the dishwashing category has dented value sales. While a low level of dishwasher ownership remains a limiting factor, boosting usage of dishwasher ancillaries is an area of potential growth. Meanwhile, interest in ultra-concentration and non-drip caps suggests areas to explore to invigorate the hand dishwashing market." ...

Drug Store Retailing - US

The effects of an aging population focused on health management are positive for the drug channel, which is projected to continue on its path of upward sales growth over the next five years.

Dishwashing Products - US

"The dishwashing category is mature, with just a few companies dominating the market. Although leading brands and convenient formats have led sales growth, consumers are price driven in their purchases. Robust cleaning, especially removing food residue and cutting grease, is crucial for entering the category, but consumers also view natural ...

Cough, Cold, Flu and Allergy Remedies - UK

"Modern lifestyles are continuing to take their toll on consumer health. A need to power through at work not only increases the demand for products that can alleviate the symptoms of coughs and colds, but also helps spread those coughs and colds through the workplace, whilst climate change and exposure ...

April 2017

Consumers and the Economic Outlook: Quarterly Update - US

Cough, Cold, Flu and Allergy Remedies - US

Household and Personal Care - International

"With a new administration, a growing economy, and a relatively healthy jobs market, this Report addresses how consumers are feeling about their current financial situation. Through a series of questions that will be asked throughout 2017, Mintel has aggregated consumer opinion on their current finances, how they hope to improve ...

"US sales of OTC cough, cold, flu, and allergy remedies have had healthy growth for the past few years, yet slowed from 2015-16. A mild cold/flu season, effective flu vaccines, and more moderate success in Rx-to-OTC switches is likely to have tempered market growth. Mintel expects growth to continue ...

Hand, Body and Footcare - UK

"Consumers are growing bored due to less innovation and advertising spend in hand, body and footcare. The prestige sector should copy professional treatments as the trade down from premium to mass brands accelerates, or partner with fashion and social media. Basic consumers care about skin comfort and relief. Brands can ...

Mattresses - US

"The mattress category has undergone significant change in recent years due to new product segmentation, changing consumer needs, and e-commerce sales. Mattress purchasers are primarily quality driven, especially as sleep becomes a health priority. Brick-and-mortar retailers benefit from the preference among shoppers to try out a mattress before buying; however ...

Toilet Cleaning, Bleaches and Disinfectants - UK

"Dettol's launch of a spray format has added versatility and convenience to disinfectants, and has rejuvenated the segment as a consequence. Prominent product launches and advertising campaigns from Bloo and Duck have also shown that there is potential for value growth within the toilet cleaning segment, despite an overall decline ...

Shampoo, Conditioner and Hairstyling Products - US

"The mature shampoo, conditioner, and hairstyling products market has posted steady growth, driven by gains in the larger shampoo and conditioner segments, allowing the market to overcome struggling sales of hairspray and hairstyling products. However, concerns over damage and preferences for simplicity have left consumers skipping daily washing, creating longer ...

Hard Surface Cleaning and Care - UK

"The dominance of multipurpose cleaners, a lack of product development and reduced advertising spend have created a perfect storm for the hard surface cleaners category, which continues to struggle to show growth despite the rising population and number of households. However, with discounting and product promotions reaching a plateau, growing ...