

## December 2019

### Suncare - UK

"The UK suncare market is going through a challenging period. Not only is the market highly vulnerable to the UK weather, but sales are also influenced by outbound travel as there is still a perception that suncare is only needed on holiday. However, consumers are slowly taking suncare more seriously ...

## November 2019

### OTC Sleep Aids - US

"Sleep is recognized as an element of self-care and wellness, offering many holistic health benefits to consumers. Yet a majority of adults struggle to either fall and/or stay asleep. While worsening sleep habits raise public health concern, the growing struggle with sleep has created a vast market for products ...

### Supplements - US

"The supplements segment leads the way for continued growth of the vitamins, minerals and supplements market, surpassing vitamins in overall market sales in recent years. Supplements can play in the wellness space more so than vitamins and minerals on their own, with seemingly limitless opportunities for combining functional ingredients offering ...

## October 2019

### Laundry Detergents, Fabric Conditioners and Fabric Care - UK

"Greener lifestyles, concerns regarding health impact of laundry formulations and growing presence of skin diseases and allergies are all leading consumers to rethink laundry habits and the products they buy. However, there are still opportunities to prosper, particularly through offering convenient and innovative solutions that allow them do the laundry ...

### Household Surface Cleaners - US

"The household surface cleaning category needs an infusion of step-changing innovation to overcome its communized status and drive growth. In the short term, changes enabling more convenient and sustainable online shopping, natural ingredients and even probiotic cleaners that achieve bacterial balance in the home will begin nudging the category in ...

### Men's Attitudes towards Haircare and Skincare - UK

"Although men are engaged in their beauty and grooming routines and show high purchase of hair and skincare products, brands and retailers are still not capitalising on male interest in these categories. Despite high interest in male brands, mass-market retailers continue to have limited availability of male-specific lines. Men turn ...

## September 2019

## Household and Personal Care - International

### Home Laundry Products - US

"In 2019, home laundry products are estimated to increase. While the market enjoys strong penetration – as nearly all consumers purchase laundry products – industry players are challenged to generate meaningful sales growth due to shoppers' habitual approach to the category. Mintel projects continued modest growth of laundry products from ...

### Air Care - UK

"The air care market is facing a paradigm shift away from being a functional category, and towards one more closely aligned with the wellbeing sector. Supporting consumers by being more transparent about products and innovating to cater to emotional desires will help brands achieve a superior consumer connect and stand ...

### Marketing to Moms - US

"Moms are responsible for most household and childcare duties, meaning that they are the key decision makers when it comes to what their families eat, wear, and watch. However, this also means moms are being pulled in a million different directions and may not have the time or the inclination ...

### Vitamins and Minerals - US

"The vitamins and minerals market remains steady, with the majority of adults currently taking at least one vitamin or mineral. While younger consumers are driving demand for innovation and personalization, traditional formats and formulations continue to be important to overall market strength. However, a demand for natural, specifically whole food ...

**August 2019**

### Approach to Health Management - US

"Consumer spending on health-related services and products increased significantly from 2013-18, and a slowdown is nowhere in sight. Health management is universal, with many people placing significant pressure on medical professionals to guide their health and wellbeing through product recommendations and

### Vitamins and Supplements - UK

"The strong focus on diet for health benefits and the growing availability of fortified and functional food and drink present major challenges for the VMS market, making it even more important for products to create compelling standout. Organic products, fun formats with exciting flavours and vitamins/supplements tailored to individual ...

### Managing Skin Conditions and Allergies - UK

"Own-label, one-a-day allergy relief tablets look to have been a victim of their own success – driving down spend and purchase frequency. Indications are that allergies are rising, but the forecast for allergy relief remains bleak unless interest can be invigorated with alternative formats or enhanced product positioning. When it ...

### Shopping for Household Care Products - UK

"Shopping for household care products is largely planned in advance, and is done alongside groceries, rather than in its own right. The way that consumers shop lacks imagination and the market suffers as a result. Brands and retailers need to try to encourage more of an attitude that shopping for ...

### Men's Personal Care - US

"The men's personal care market, currently valued at more than \$4.4 billion in annual sales, has been growing steadily since 2014. This growth is largely driven by men's interest in personal hygiene essentials such as shampoos and deodorants. As traditional gender norms continue to shift, promoting themes of beauty ...

### Sexual Health - UK

"Messages around the importance of safe sex have quietened in recent years, in tandem with reduced outlay on promoting condoms, resulting in value sales of condoms – the largest segment – continuing to slide – and pulling down overall category value as a result. Society has become more open about ...

ailment and wellbeing care. With the foreseen doctor shortage ...

## July 2019

### Oral Care - UK

"Oral care routines rarely change for consumers, creating a challenge for brands that they need to overcome. However, consumer interest in their own health and wellbeing, and their understanding of how oral hygiene impacts on them emotionally means there is an opportunity for brands to insert themselves into regular consumer ...

### Bodycare and Deodorant - US

"The bodycare and deodorant market continues to experience slow, yet steady sales growth, reaching \$6.5 billion in total 2019 retail sales, an increase of 3.4% from 2018. Incorporating added benefits or unique formats typically found in facial skincare into bodycare can help brands boost engagement and sales. Deodorant ...

## June 2019

### The Natural Household Consumer - US

"The household consumer's motivation for buying natural products is becoming more complex. Traditional product claims around health, sustainability and social justice still drive natural purchases. However, as natural cleaning formulas become more effective, more affordable and more available; and especially as they are sold by traditionally mainstream companies; we can ...

### Oral Health - US

"For many consumers, oral care is perceived as a daily health essential, offering a consistent usage occasion for key players to penetrate. More than half of consumers report using four to six oral care products during their routine, supporting the need for supplemental products to achieve and maintain oral hygiene ...

## May 2019

### The Green Household Care Consumer - UK

"The current direction of travel indicates a promising future for eco-friendly household care. However, there is still more that can be done to make it truly mainstream. There remains confusion over what brands mean by 'eco-friendly', suggesting that brands in this space can do more to educate and inform people ...

### Dishwashing Products - UK

"The public focus on the environment makes it imperative for companies to advise consumers on how they can save water and energy when dishwashing, and consequently save on household bills. This can also be used to expand dishwasher ownership, which is key to growing the market as a whole."

### Dishwashing Products - US

"Maintaining sales of \$3.1 billion in 2018, the maturity of the dishwashing products market is evident in its unchanging sales since 2013. Strong habitual shopping behavior among category users, with little motivation to change, provides the impetus for a static market. This creates a challenging landscape for newcomers and ...

### OTC Analgesics and Cough, Cold and Flu Remedies - UK

"There remains significant potential yet to be realised within the topical analgesic segment, particularly if brands can focus on differentiating their products more clearly from oral pain relief products. In addition, given the consumer trend towards looking at health more

## Household and Personal Care - International

holistically, brands in the analgesic and cough, cold and flu ...

### Cleaning the House - US

"While Americans are leading busier lives than ever before, they continue to carve out more time for cleaning, reflecting the value they place on maintaining a clean and neat living space and the benefits it provides. Generational shifts and societal changes are altering how consumers are approaching caring for the ...

### Toilet and Hard Surface Care - UK

"Consumers are showing an increasing interest in eco-friendly cleaning, and brands are responding to that in their product ranges. However, there is still room for development in this area, particularly as eco-friendly packaging looks set to become a condition of purchase rather than simply a demand. Brands introducing a premium ...

## April 2019

### Disposable Baby Products - US

"The disposable baby products market is estimated to reach \$8 billion in total 2019 retail sales, a decline of nearly 1% from 2018. Market struggles can partially be attributed to declining birth rates, parents' value-driven approach to the category, as well as increased competition from online retailers and subscription services ...

### Hand, Body and Footcare - UK

"The growth of the market to £557 million in 2018 has been driven by bodycare as consumers don't understand the need for hand and foot products. Innovation trends create a focus on all-purpose products, meaning brands must develop personality to differentiate. Links to wellness could work for footcare; feeding the ...

## March 2019

### Household Paper Products - US

"While household paper brands have introduced meaningful innovation over the past year, consumers see the category as an opportunity to reduce the cost of living. They increasingly believe that store brands are as good as name brands and that in most cases, premium innovations are not worth the extra cost ...

### Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner, and hairstyling products market continues to experience slow, yet steady growth, benefiting from strong shampoo and conditioner sales. However, damage concerns have some consumers skipping daily washing in lieu of dry shampoo. Given that conditioner and hairstyling product usage is reliant on frequency of shampooing, less washing ...

### Women's Haircare - UK

"Following a slight rise in value in 2016 and 2017, women's haircare is in decline again as discounting and special offers impact buying behaviours, whilst the desire for more natural styles and focus on hair condition continues to negatively impact the styling segment. A reduction in recorded advertising spend suggests ...

### Food Storage and Trash Bags - US

"Food storage and trash bag usage has near total household penetration, reflecting the functional nature of the category. While a strong, steady consumer base provides a solid foundation, significant growth remains elusive as users exhibit cost-conscious shopping behavior. Marketers must work to emphasize the value of premium features and encourage ...

### Mother and Baby BPC - UK

### Drug Store Retailing - US

## Household and Personal Care - International

"In 2018 the babies' and children's personal care products, nappies and wipes market fell by 3.4% to £680 million. The trend for naturals in beauty has driven parents to look for similar gentle solutions for their babies, expecting brands and retailers to deliver them with the same quality and ...

"US drug store revenues are expected to be valued at over \$293 billion this year. While the sector has consistently posted revenue gains, the pace of growth is projected to decelerate in light of continued channel-shifting and a consumer preference toward generic drugs versus name brands. Drug stores are focused ...

### February 2019

#### Soap, Bath and Shower Products - UK

"Although the soap, bath and shower category is under some pressure, there are plenty of bright spots that point the way towards future growth. The success of Baylis & Harding in convincing consumers to upgrade to a more premium product shows that products can still benefit from creating differentiation in ...

#### Household Paper Products - UK

"While there appear to be opportunities for further growth within the kitchen roll segment, there is still a prevailing attitude among consumers that it is an area on which they can cut spend. It is not that consumers do not see a difference between expensive and budget products, but that ...

#### Soap, Bath and Shower Products - US

"The soap, bath, and shower products market continues to experience slow, yet steady growth, benefiting from strong liquid body wash sales that are compensating for struggles in the bar soap segment. Market growth can also be partially attributed to the inclusion of premium and therapeutic benefits found in liquid body ...

### January 2019

#### Health Management Trends - US

"The health and wellness market has grown from an industry to a culture, expanding the definition of what it means to be healthy in more holistic terms. All adults report doing something for the benefit of their health and wellbeing so brands have an opportunity to connect with consumers to ...

#### Smoking Cessation and E-cigarettes - UK

"The smoking cessation category is expected to decline in value in 2018 following a period of no breakthrough innovation as well as reduced recorded advertising spend since 2015. E-cigarettes, on the other hand, are predicted to have enjoyed strong value growth as smokers continue to use these as a smoking ...

#### Feminine Hygiene and Sanitary Protection Products - UK

"The UK's ageing population has helped to create a fast-growing incontinence products market. That rosy picture doesn't extend to the sanitary protection and feminine hygiene categories, however. The former is contending with a long-term fall in sales, while the latter

#### Brand Overview: BPC - UK

"The changing nature of wellbeing presents opportunities. While previously consumer focus may have been mainly about the impact of products on the body, we are already starting to see the mind take equal precedence. The inclusion of probiotics, adaptogens and



## Household and Personal Care - International

is struggling to really convince consumers as to what benefits ...

aromatherapy claims to keep the whole body in balance could ...

### Air Care - US

"Air care experiences high penetration, resulting in nearly flat market sales over the last five years. While 31% of consumers report using air care products more often as opposed to less often in the past year, long-established formats saw a decline in usage amid ingredient concerns and cross-category competition. In ...