

### December 2018

#### The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

#### The Private Label Beauty Consumer - UK

"NPD in the private label beauty sector has seen brands becoming more competitive, resulting in changing consumer perceptions as well as a rise in the purchase of own-label beauty brands. Private label brands are considered as good as – and in some cases better than – regular brands, whilst younger ...

#### Natural and Organic Personal Care Consumer - US

"Natural brands continue to experience growth, albeit in a new direction. Clean beauty is the new green, with consumers looking for beauty products free from specific synthetic ingredients rather than synthetic-free. To expand consumer penetration of these products and advance sales growth, brands are going beyond formulations and making efforts ...

### November 2018

#### Consumers and the Economic Outlook - Quarterly Update - UK

"Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future."

– Rich ...

#### The Senior BPC Consumer - UK

#### Seniors and Health - US

"The number of Seniors, adults aged 65+, is on the rise. By 2023, the US population of Seniors will be 61.6 million strong, accounting for 23.2% of the total US population – up from 20.6% in 2018. Today's Seniors express a positive, realistic attitude toward health. Focusing ...

#### Deodorants - UK

"Standing at an estimated £404 million in 2018, the deodorants market decline has been triggered by lack of innovation and engagement. A core message of functionality appeals to a wide range of consumers, but also means mass brands share a very similar image. Changing how efficacy is advertised can create ...

#### The Millennial BPC Consumer - UK

"As the largest generation in the UK, appealing to Millennials is important but challenging. Communication to this group about their appearance should be sensitive and inclusive, as many feel under pressure to keep up with peers. Innovation can be either light-hearted and fun, or reflective of Millennials' changing lifestyles, but ...

"The senior BPC consumer has much the same aspirations to feel confident and look attractive as their younger counterparts, however the desire for age representation suggests that the category is still not catering to their individual needs. Despite the shift in the way ageing is discussed in brand communication, there ...

### October 2018

#### Ingredient Trends in Beauty - US

"The beauty market is very diverse with a wide array of product offerings that make one-size-fits-all marketing an impossible task. Ingredients are a way brands work together cross-category, with many brands looking to other segments (ie food, supplements) for inspiration. Specifically, younger women aged 18-24 exhibit heavy involvement in ingredient ...

#### Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

#### Beauty Devices, Tools and Accessories - UK

"Although the value of electrical devices and hair appliances has grown to an estimated £834 million in 2018, new multipurpose appliances threaten long-term growth opportunities in this sector. Non-electrical tools retain popularity via design and self-expression, and consumers continue to use a wide range of non-electrical tools. Opportunity lies in ...

#### Skin Protection - US

"Adults recognize that sun exposure has a negative impact on the appearance of their skin, and the majority of adults use sunscreen, tanning products, or sunless tanners. However, the category continues to be challenged by seasonal use. Industry players are further challenged by competing personal care products that offer sun ...

#### Marketing to Moms - US

"The competition among brands to get moms' attention is fierce. Only a small share of moms say they have the money to pay for everything their kids want to do, meaning brands have to put in a lot of effort to make it to the top of moms' list. One ...

#### Shaving and Hair Removal - UK

"As both genders feel the pressure to be hair-free, facial and body hair removal rates have seen a rise, however, the category continues to show a decline in value with little in NPD encouraging people to trade up. The beard trend shows no evidence of waning in 2018 with the ...