

December 2014

Medicated Skincare - US

“Medicated skincare product sales are expected to grow steadily in the coming years. Market players can accelerate growth by delivering new product benefits, expanding into new categories, addressing the needs of consumers with chronic skin conditions, and increasing their engagement of Hispanic and Asian consumers.”

– **Gabriela Elani, Home ...**

Professional Cosmetic Services - US

“While growth in the professional market appears to be steady, declining interest in services among an aging population could be problematic. Nonetheless, concerns about looking older are pervasive and suggest opportunities for personal care products that bridge the gap between the retail and professional markets.”

First Aid - US

“While the first aid market experiences steady sales, growth is limited because consumers tend to use products only when they have an injury. There are opportunities to increase ownership among growing population groups, which could help to boost sales in the coming years.”

– **Emily Krol, Health and Wellness ...**

November 2014

Sun Protection and Sunless Tanners - US

“Suncare brands are challenged to overcome the seasonal usage habits and price-driven mentality of category shoppers. Nonetheless, consumers are demanding convenience, performance, and natural ingredients from their sun protection products, creating opportunities for brands to increase usage and boost sales.”

– **Shannon Romanowski, Senior Beauty and Personal Care Analyst**

October 2014

Personal Care Consumer - US

“Personal care consumers are becoming more informed and skeptical, and are demanding transparency, simplicity, and efficacy when shopping for and using personal care products.”

– **Shannon Romanowski, Senior Beauty and Personal Care Analyst**

Men's Personal Care - US

“The men’s personal care category is expected to grow steadily due to men’s continued reliance on personal care staples, such as APDO and shaving products, which have traditionally been segmented by gender. Companies can accelerate market growth by encouraging men to trade up to male-specific products that offer them new ...