

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 ...