

# Toiletries and Hygiene Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts

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*Toiletries and Hygiene Market 2017 Global Analysis, Opportunities and Forecast*

PUNE, INDIA, July 12, 2017 /EINPresswire.com/ -- Summary

"Top Trends in [Toiletries and Hygiene](#) 2017" is part of Top Trends series. It examines the key consumer behaviors that are shaping preferences within this space, and subsequently how this is translating into innovation and future opportunities.

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The toiletries and hygiene sector represents a highly dynamic space for growth as consumers' quest for efficacy and experimentation continues and evolves. Overarching themes continue to be challenging efficiency without affecting quality, the influence of foreign cultures on skincare regimens, and clean labeling.

## Scope

- Today's consumers lead busy lives with seemingly endless tasks, be they for work or for leisure. This is creating an opportunity for products with energizing properties outside of food and drink.
- Adding new approaches and steps to existing regimes, perhaps influenced by other cultures, can create important opportunities for growth by providing unique solutions and capitalizing on interest in such innovation.
- Consumers associate personal wellbeing with their appearance, and are actively look for products that are "cleaner," safer, and more authentic.
- Innovation-hungry consumers will look for products that can offer novel or fun experiences, or that have attributes that can deliver on functionality as well as product experience.
- Consumers want products that can help them save time. This means they are constantly seeking products that can do just this, without compromising on quality.

## Reasons to buy

- Identify how brands can innovate to engage consumers as well as showcasing best-in-class innovation examples throughout.
- Learn what consumer behavior is driving innovation using GlobalData's latest consumer research.
- Access valuable strategic take-outs to help direct future decision-making and inform new product development.

## Table of Content: Key Points

Introduction

Innovation Trends in Toiletries and Hygiene

Trend 1: Energizing properties

Trend 2: Novelty and experimentation

Trend 3: Efficiency and effectiveness

Trend 4: Clean labeling  
Trend 5: Creating new usage occasions  
The Future  
Appendix  
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