

West Side Informer

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Sun Care

Do your plans this summer include a cruise, going to a beach or pool, playing sports, or just sunning outside? Whatever your outdoor plans, chances are many of you will choose to use some kind of sun protection.

In 2009, the sun care sector was a \$1.4 billion market in the U.S. This amount is expected to increase by 7% to \$1.6 billion by 2014, as consumers become increasingly aware of the link between sun exposure and skin cancer/premature aging. In fact, women's beauty magazines and the American Dermatologists Association are helping this industry by warning the public about these effects. In addition, according to a study by the Fox Chase Center, half of Americans do not use any kind of sun protection at all, leaving a significant potential increase in this consumer base.

So who are the big players in this industry? After a \$41.1 billion merger with Schering-Plough, Merck & Co. (Coppertone line) is now the top player in the sun care category at 22.9% of the market share. Energizer Holdings, Inc. (Banana Boat and Hawaiian Tropic) is next with 22.4% followed by Johnson & Johnson Consumer Products, Inc. (Neutrogena and Aveeno) at 22.2%.

Euromonitor International. (2010, May 28). *Sun care - USA.* Retrieved from the Global Marketing Information Database (GMID).

Database Spotlight

For more information on sun care and other market research, check out **Global Marketing Information Database (GMID)**. Look for market reports or information on companies, brands, packaging, countries, and consumer trends. This resource allows you to manipulate statistics, create new datasets and build customized profiles to suit your research needs. For more on this and other resources, visit us at the Barclay Center.

Cruises Aren't Just for Seniors Anymore

Thinking about a different kind of travel experience? Try the high seas. According to a 2010 Mintel report, 28% of 18-24 year-olds and 42% of 25-34 year-olds had taken a cruise. Why? Forty-five percent said it was because of the all-inclusive prices. The cruise ships being built are outfitted with extensive sports complexes, ropes courses, surf simulators and aqua parks. If that's not enough, try a rockin' Carnival Cruise with Lynyrd Skynyrd (Simple Man Cruise), Kid Rock's Chillin' the Most Cruise, the Rock Boat Cruise with Sister Hazel and Gaelic Storm, or the VH1 Best Cruise Ever with Train and Lifehouse. Nope... Cruisin' isn't just for the old folks anymore!

Mintel International Group. (2010, November). *Cruises - US.* Retrieved from the Mintel Reports database.