

March 2018

The iGen Beauty Consumer - US

"The iGeneration is made up of four segments: tweens, younger teens, older teens, and adults. This diverse age range can be a challenge for brands as some iGens rely completely on their parents, while others have independent spending power. Regardless of age, iGens are generally more engaged and socially conscious ...

Disposable Baby Products - US

"Declining birthrates and budget conscious parents have challenged growth in the disposable baby products market. Parents are unified in their views that safe product ingredients come first – or at least the safest option within their budget. Looking forward, parents' need for durable products is not expected to change, and ...

February 2018

Drug Store Retailing - US

"A combination of an aging population and favorable market factors is expected to result in positive growth for the drug store market. However, a number of issues, such as consumers' low loyalty and desire for deals, combined with an increasingly competitive landscape will continue to pose challenges for traditional drug ...

Soap, Bath and Shower Products - US

"The soap, bath, and shower products market continues to experience slow, yet steady growth, benefiting from strong liquid body wash sales that are compensating for struggles in the bar soap segment. The inclusion of premium and therapeutic benefits has also helped boost sales of liquid body wash and bath products ...

The Beauty Consumer - US

The beauty category has continued to grow through 2017, with the highest growth coming from beauty devices. Women are minimizing their daily beauty routines and are searching for products that can do it all in the least amount of time. Going forward, women will continue to demand customized products to ...

January 2018

Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

Nail Color and Care - US

The nail care and color market has declined since 2014, with substantial losses in the key segment, nail color. While category engagement is struggling as a whole, consumer concern around the damage of frequent polishing and growing interest in ingredient formulations is evident in the success of artificial nails and ...