

## December 2019

### Clean Beauty - US

"The natural movement continues to shape the BPC industry due to perceptions of safety. However, a surge of retailers and brands are adopting clean beauty standards, leading to a shift from natural to clean. Additionally, consumers are becoming more aware of the impact their demand for natural ingredients has on ...

### Fragrance Trends in Beauty - US

"Legacy fragrance houses are struggling due to the rise of indie perfumeries and cross-category competition, and traditional fragrance offerings no longer meet the needs of key demographics. On top of that, US consumers are continuing to spend less money year over year on fragrances. The fragrance industry needs to evolve ...

## November 2019

### Beauty and Personal Care Accessories - US

"High penetration of category staples combined with long purchase cycles creates challenges in growing the market. To compete in this space, brands must offer additional benefits or claims to stand out to consumers. Social media and influencer collaborations present opportunities for players in this space. By tapping into macro-consumer trends ...

## October 2019

### Beauty Retailing - US

"Interest in beauty and personal care hasn't faltered, but what consumers are buying is evolving as are where and how they do so. In-store shopping is still the most preferred method for most types of purchases, but the digital experience is increasingly important, especially for pre-purchase research. Consumers also have ...

### Beauty Devices - US

"Beauty devices find acceptance among most women, with broad use of hair appliances and strong interest in skincare devices. Hair appliances continue to struggle in the face of long replenishment cycles and preference for more natural-looking, healthy hair. Skincare devices continue to grow as technology fuels innovation and creates opportunity ...

### Ingredient Trends in Beauty - US

"The beauty market is highly diverse, and brands often rely on ingredients to stand out. Although women, particularly younger women, expect brands to use natural ingredients, they ultimately choose a product based on efficacy. One of the challenges for category players will be how to navigate the minefield of taboo ...

## September 2019

### Luxury Beauty Consumer - US

### Men's Personal Care - US

## Beauty and Personal Care - USA

"Luxury beauty brands find acceptance among most women, with broad use across demographic lines. While luxury often roots itself in iconic brand identities, the luxury beauty consumer continues to evolve. This necessitates that makers and marketers align with more modern perceptions of luxury, such as clean ingredients, ethical sourcing and ...

"The men's personal care market, currently valued at more than \$4.4 billion in annual sales, has been growing steadily since 2014. This growth is largely driven by men's interest in personal hygiene essentials such as shampoos and deodorants. As traditional gender norms continue to shift, promoting themes of beauty ...

### August 2019

#### Black Haircare - US

"The Black haircare market has evolved into regimen maintenance and styling, with chemical product use concentrated among the few who will always be customers. Having chemical-free hair is no longer the big story, but rather how Black consumers' beliefs and perceptions of their hair impacts their personal maintenance, style choices ...

### July 2019

#### Color Cosmetics - US

"The color cosmetics market is highly dependent on new product development, as inspired by trends in fashion and beauty. In 2019, total US retail sales for the color cosmetics market is expected to exceed \$11.1 billion. Most recently, as innovations in lower-priced offerings have gained traction, a slowdown in ...

#### Bodycare and Deodorant - US

"The bodycare and deodorant market continues to experience slow, yet steady sales growth, reaching \$6.5 billion in total 2019 retail sales, an increase of 3.4% from 2018. Incorporating added benefits or unique formats typically found in facial skincare into bodycare can help brands boost engagement and sales. Deodorant ...

#### Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

### June 2019

#### The Millennial Beauty Consumer - US

#### Oral Health - US

## Beauty and Personal Care - USA

"Millennial women show various levels of engagement, spending a consistent amount of time on their beauty routines and shopping for products. Older Millennials over index for interest in clean beauty products, while Younger Millennials follow a similar pattern compared to Gen Zs. It is important for brands to consider the ...

"For many consumers, oral care is perceived as a daily health essential, offering a consistent usage occasion for key players to penetrate. More than half of consumers report using four to six oral care products during their routine, supporting the need for supplemental products to achieve and maintain oral hygiene ...

### May 2019

#### Gen Z Beauty Consumer - US

"Generation Z consists of an array of young consumers at different stages in life. This diverse age range can be a challenge for brands as some Gen Zs are completely dependent on their parents, while others are branching out on their own for the first time. Regardless of age, these ...

### April 2019

#### Disposable Baby Products - US

"The disposable baby products market is estimated to reach \$8 billion in total 2019 retail sales, a decline of nearly 1% from 2018. Market struggles can partially be attributed to declining birth rates, parents' value-driven approach to the category, as well as increased competition from online retailers and subscription services ...

#### Facial Skincare and Anti-aging - US

"Growth has slowed for the facial skincare and anti-aging market, as the category competes with both internal and external factors. Consumer demand for multibenefit products continues, and an emphasis on clean skincare could be a challenge to mature, established players. Lastly, reasons for using face masks have shifted slightly, with ...

### March 2019

#### Shampoo, Conditioner and Hairstyling Products - US

"The shampoo, conditioner, and hairstyling products market continues to experience slow, yet steady growth, benefiting from strong shampoo and conditioner sales. However, damage concerns have some consumers skipping daily washing in lieu of dry shampoo. Given that conditioner and hairstyling product usage is reliant on frequency of shampooing, less washing ...

#### Drug Store Retailing - US

"US drug store revenues are expected to be valued at over \$293 billion this year. While the sector has consistently posted revenue gains, the pace of growth is projected to decelerate in light of continued channel-shifting and a consumer preference toward generic drugs versus name brands. Drug stores are focused ...

### February 2019

#### Beauty Influencers - US

#### Soap, Bath and Shower Products - US

## Beauty and Personal Care - USA

"The power of beauty influencer marketing continues to grow, with women flocking to social media for tutorials and product reviews. Most women follow beauty influencers to learn more about trends, and the use of influencers can shorten the learning curve while minimizing the risk often associated with buying beauty products ...

"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. Market growth can also be partially attributed to the inclusion of premium and therapeutic benefits found in liquid body ...

## January 2019

### Home Hair Color - US

"The home hair color market continues to struggle. Preferences for natural looks, concerns about damage, and complicated hair color trends—which are typically left to professionals—have placed downward pressure on the market. However, interest among both young and Black consumers is still strong, making them key markets for home hair color ...

### Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...