

## September 2023

### Marketing to Gen X - US

“Marketing to Gen X requires adeptly navigating a budget-conscious consumer that values quality. Gen X likes nice things, but they want to feel responsible about spending on them. They are a generation that gravitates toward following the rules. Brands can celebrate this investment in responsibility and help Gen X push ...

## August 2023

### Digestive Health - US

“Symptomatic treatments for occasional issues will remain core to the market. Though digestive health is widely understood to be a vital piece of overall wellbeing, category players must work toward elevating the importance of proactive gastrointestinal maintenance which will aid in supporting other areas of holistic health. Blurring the lines ...

### Bodycare and Deodorant - US

“Although the bodycare and deodorant product market has broad penetration, there’s room to grow. The fact that this category is considered essential to one’s personal care routine provides a reliable platform for industry players. The opportunity for innovative makers and marketers is to leverage consumers’ prioritization of appearance and health ...

### OTC Pain Management - US

“The vast majority of consumers deal with pain on a regular basis, and often turn to familiar OTC products. Pain is a constant that is not slated to decline. To meet diverse consumers in their quest to address pain symptoms, while also improving overall wellness, it will be crucial to ...

## July 2023

### Marketing to Millennials - US

“Millennials are in a state of flux and uncertainty as they enter new life stages and contend with financial uncertainty following high inflation. Brands must tailor their marketing messages to reflect Millennials’ current challenges and future aspirations for stability and financial independence. While Millennials are highly focused on value, their ...

### Cleaning in and Around the Home - UK

“The pandemic saw strides being made towards closing the gender chore gap as people occupied their homes more. However, these gains have been reversed since, as the share of men cleaning for longer than five hours a week has slowed, the share of women cleaning for the same time has ...

## June 2023

### Disposable Baby Products - US

### Oral Health - US

## Household and Personal Care - International

“The DBP market’s performance reflects the conflict between parents’ interest in premium, high quality, sustainable DBPs vs the challenging economic realities many parents face. As such, the financially secure are increasingly trading up to premium-tier DBPs while financially insecure parents are searching for the best deals and often opting for ...

“The pandemic both upended and revitalized the oral care market, creating disruptive opportunities for premium and eco-friendly solutions. As consumers view their oral care routines as self-care, as well as essential hygiene, leading brands can continue to tap into wellness trends. There will be blossoming opportunities to link oral care ...

### Marketing to Gen Z - US

"Gen Zs continue to age into greater responsibility and spending power. Brands can help this group ease their discontent and sense of not being as far along as they should be in life. While the pandemic and economic uncertainty have been obstacles to Gen Z progress, they haven't stifled optimism ...

## May 2023

### Dishwashing Products - UK

“The performance of the hand dishwashing segment has prevented the overall market from slipping into decline. More considered usage of the dishwasher, combined with savvy shopping habits, has significantly impacted sales of the higher value machine dishwashing product segment. Growth opportunities still exist though, and consumer concerns around water consumption ...

### Shampoo, Conditioner and Hairstyling Products - US

"The hallmark of the mature shampoo, conditioner and hairstyling product market is slow, steady growth. Its essentialness to one's personal care routine provides a reliable platform for industry players; however, consumers' prioritization of appearance and health is advancing expectations and innovation within the category. Prestige brands are driving the skinification ...

### Feminine Hygiene and Sanitary Protection Products - US

“Consumers are increasingly viewing their bodies as interconnected ecosystems, driving focus on less-recognized areas of health, including vaginal health. Overall, feminine care needs are essential to women's health, yet consumers' expectations are no longer purely functional. The category is in a moment of evolution, as lines blur between beauty and ...

## April 2023

### Shaving and Hair Removal - US

“The shaving and hair removal market remains stable in terms of usage and consumption thanks to the functionality and essential nature of the category. However, obstacles to growth exist as consumers evaluate their BPC routines through a lens of

### Managing Common Illness - US

“Consumers have faced increased exposure to common illness over the past year, as influenza, COVID-19 and RSV converged, creating a tridemic. Nearly one quarter of consumers experienced more frequent common illness than last year despite taking preventative

intentionality, eco-friendly behaviors and budgeting. Even so, opportunities exist to further ...

measures, such as using immune-boosting supplements. Because many symptoms of common illness overlap ...

## Household Paper Products - US

“During normal times, household paper market growth is inextricably linked to population growth. Accordingly, it is highly predictable. Yet these are not normal times. The pandemic’s disruption of supply chains and the consumer response that resulted in extreme hoarding and product shortages was followed by a period of historic inflation ...

## March 2023

### Cleaning the House - US

"Consumers remain consistent in their approach to cleaning the home. However, soaring cost of living is causing some to shift their cleaning and shopping habits, with slightly more than two in five adults claiming to be spending less on household cleaning products. To increase value and maintain involvement, brands need ...

## February 2023

### Soap, Bath and Shower Products - US

“Traditionally seen as a highly functional and hygienic category, soap, bath and shower products have become a prominent part of consumers’ self-care routines as skin health remains top of mind and consumers seek physical and mental relief within their cleansing routines. While the market continues to rebalance after an explosive ...

### Household Paper Products - UK

“Inflationary pressures and squeezed household incomes are leading consumers from all financial situations to use household paper products in greater moderation and switch towards lower-priced options. This makes it vital for brands to address demand for value and invest in campaigns designed to promote brand loyalty. New product launches with ...

### Medicated Skincare - US

“Consumers continue to experience skin issues as a physical manifestation of both lifestyle choices, such as poor diet and lack of sleep, as well as elevated levels of stress and anxiety. While consumers have adopted a more preventative strategy to managing their overall health, this shift has been slower in ...

## January 2023

### Suncare and Skin Protection - US

### Aircare - US

## Household and Personal Care - International

“After a short-term hit in 2020, sunscreen and skin protection products saw explosive growth in 2021-22 retail sales thanks to a focus on skin health and total-body wellness routines. While usage of sunscreen products remains stable from years past, daily usage of personal care products with SPF may limit market ...

“Though the category continues to enjoy relatively high incidence of use, as consumers continue to cut back on spending, discretionary products like aircare will be challenged to prove value. Product efficacy, added benefits, and expanded offerings to align with evolving lifestyle needs will be crucial to reinvigorate aircare sales.” ...

### Upcoming Reports

**Ingredient Trends in Personal Care - US - 2023**

**Dishwashing Products - US - 2023**

**Approach to Health Management - US - 2023**

**Household Surface Cleaners - US - 2023**

**Marketing to Baby Boomers - US - 2023**

**Air Care - UK - 2023**

**Pet Supplies - US - 2023**

**The Natural Household Consumer - US - 2023**

**Sustainability in Household Care - UK - 2023**

**Food Storage and Trash Bags - US - 2023**

**Home Laundry Products - US - 2023**

**Laundry Detergents, Fabric Conditioners and Fabric Care - UK - 2023**

**Marketing to Moms - US - 2023**

**Personal Care Consumer - US - 2023**

**Vitamins, Minerals, and Supplements - US - 2023**