

September 2023

American Lifestyles: Consumer Recovery & Reset - US

"After several years of unprecedented turmoil and uncertainty, American consumers are ready to look to the future and discover their 'next normal.' Although economic uncertainty and global concerns persist, many consumers are determined to refocus on their physical and financial health over the next year. As Americans navigate this ...

Hispanic Beauty Consumer - US

"Hispanic consumers are highly engaged in at-home beauty and personal care treatments and resort to going to a salon when they lack the skills to get good results. Overall, at-home BPC brands attract consumers because of their price point, but specific segments are motivated by different variables, including ease of ...

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 ...

Winter Holiday Shopping - US

"A budget-focused mindset will again dominate in 2023 as consumers rebound from economic pressures. Savvy shoppers will shift more effortlessly across channels and formats to seek the best deals and get their shopping done as efficiently and affordably as possible. There is light at the end of the tunnel after ...

July 2023

Cannabis and Health - US

"The landscape of cannabis and health in the US is rapidly evolving. A growing acceptance of cannabis, increased interest in cannabis products, rising trends in micro-dosing, exploration of alternative consumption methods and an emerging focus on targeted treatment options drive growth. These trends signify a shift towards a more holistic ...

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

State of Sustainability - US

"Stress and concern over non-stop social, political and personal issues has consumers deprioritizing sustainable living. Instead they are placing the onus of addressing the climate crisis on brands, governments and other consumers. As unsustainable behaviors remain more common than sustainable ones, brands should encourage small, incremental steps toward sustainability to ...

June 2023

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

Sleep Health - US

"Sleep is the new frontier of health as consumers more widely recognize the integral role it plays in their overall health. Yet a majority of adults struggle to fall and/or to stay asleep, and many recognize the nuances of quality sleep.

While worsening sleep habits raise public health concern ...

April 2023

Expressions of Identity - US

"Consumers use a range of channels to represent and communicate who they are – or who they want to be – to other people. Authentic self-expression can directly impact their mental wellbeing, as well as help them build likeminded communities. Brands are already embedded into facets of consumers' identity and ...

March 2023

Video Gaming and Wellness - US

"Contrary to misconceptions, gamers are interested in improving their wellness, and consider games an excellent way to reduce stress and fostering social opportunities. Players want video games that help reduce anxiety and create more positive social interactions. Combating toxicity online may accomplish both."

February 2023

Social Commerce - US

Medicated Skincare - US

Beyond Beauty - USA

"Social commerce is growing, albeit at a much slower pace in the US compared to the rest of the globe. This, however, does not mean that brands should ignore this emerging shopping option. Nearly half of consumers have made a purchase via social media, showcasing that this avenue is not ...

"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 ...

Managing Stress and Mental Wellbeing - US

"After facing heightened periods of stress during the pandemic, Americans are paying greater attention to their mental health and making conscientious efforts to boost their emotional wellbeing and cognitive performance. These efforts are paying off for many, with consumers overall reporting better mental health than before the pandemic.

Still, over ...

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

January 2023

Aircare - US

"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

Beauty Retailing: Instore and Online - US - 2023

Diversity, Equity and Inclusion - US - 2023

Free-From/Ingredients to Avoid - US - 2023

Vitamins, Minerals, and Supplements - US - 2023

The Amazon Effect - US - 2023

Sustainability in Retail - US - 2023

Retailing in the Metaverse - US - 2023

Black Beauty Consumers - US - 2023