

September 2023

Beauty Influencers - US

“US consumers are focusing on value, but they are still looking to influencers for ways to most efficiently spend their money. Consumers are taking beauty influencers’ recommendations, but they’ve become accustomed to free content. As brands continue to work with beauty influencers – and influencers continue demanding to be paid ...

August 2023

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 ...

July 2023

Color Cosmetics - US

“Overall color cosmetics usage has declined, challenged by time constraints, waning interest and the mainstay of hybrid lifestyles. That being said, the market is predicted to proceed with resilience as brands deliver against interest in facial skincare claims, convenience and multi-functionality. In a cost-conscious environment, value is the name of ...

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 ...

June 2023

Disposable Baby Products - US

“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 ...

Oral Health - US

“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 ...

Beauty Devices - US

Facial Skincare - US

Beauty and Personal Care - USA

“Makers and marketers of beauty devices can attract users by promoting affordability, educating consumers on the benefits of usage and positioning products as part of self-care wellness. To help the category continue to grow, it’s important that players don’t forget to promote the enjoyment and fun of using new beauty ...

“Consumer engagement across foundational daily-use formats such as moisturizers, cleansers and lip balm continues to rise, leading to overall sales growth for the total category. However, the democratization of claims, ingredients and formats once reserved for the premium segment have infiltrated the mass market, thanks to consumer demand for convenience ...

May 2023

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

Diversity and Inclusivity in Beauty - US

“Beyond traditional perceptions and ideals (ie, race, gender, age), the definition of a diverse beauty brand becomes more nuanced. Expanding diversity to include people with physical/mental challenges is a fairly new concept, but one that is extremely important. Developing products to suit the needs of a small cohort of ...

March 2023

Home Hair Color - US

“The COVID-19 pandemic was a turning point for the home hair color category, with lockdowns not only forcing many consumers to embrace DIY hair coloring solutions out of necessity but also prompting interest to explore more adventurous looks at home, just for fun. This has all served to amplify a ...

February 2023

Soap, Bath and Shower Products - US

Consumers and the Economic Outlook - 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 ...

"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

Suncare and Skin Protection - US

"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 ...

Upcoming Reports

Beauty Lifestages - US - 2023

Beauty Retailing: Instore and Online - US - 2023

Ingredient Trends in Personal Care - US - 2023

Clean and Conscious Beauty - US - 2023

Professional Services - US - 2023

Online BPC Product Discovery - US - 2023

Personal Care Consumer - US - 2023

Black Haircare - US - 2023