

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 ...

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

Fragrances - UK

“The fragrance category continued to see growth in 2023, boosted by inflation and product innovation. The desirability of the category attracts consumers from all genders and generations. However, it will have to adapt to a growing polarisation of consumer tastes as they navigate between low-budget dupes and high-end perfumes. Fragrance ...

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 ...

Hand, Body and Footcare - UK

“Despite the income-squeeze impacting consumer spending power, the hand, body and footcare category is expected to grow in 2023. Consumers value their body skin as much as they do their facial skin and are interested in products to help tackle signs of ageing, blemishes or atopic skin. More innovation in ...

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

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 ...

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 ...

Upcoming Reports

Online BPC Product Discovery - US - 2023

Personal Care Consumer - US - 2023



Beauty and Personal Care - International

Vitamins, Minerals, and Supplements - US - 2023