

July 2021

Managing Skin Conditions and Allergies - UK

“The pandemic has had a direct effect on the experience of both allergies and skin conditions. Whilst both segments are needs-driven, lockdowns and the wearing of masks has reduced exposure to pollen – reducing need for OTC hay fever remedies – but face coverings are causing skin irritation and breakouts ...

Natural Household Consumer - US

“As the COVID-19 pandemic significantly impacted people’s lives and livelihoods, many took stock of what’s truly important in life. For some, the environment stood out as a cause worthy of renewed focus, and that will usher in a new era of green consumerism. But the effect of the pandemic was ...

Pet Supplies - US

“Despite pet supplies largely being nonessential, the category continues to turn in strong growth throughout the combined pandemic and subsequent recession. Some pet owners express willingness to trade down to save money, something that may be easier thanks to the proliferation of premium brands and private label across price points ...

June 2021

Marketing to Millennials - US

“Having just survived their second economic recession in 15 years, Millennials are prioritizing a stable career and financial independence before making any other major life decisions. However, a shift in priorities can be seen for Millennials in their mid-30s. These older Millennials are prioritizing marriage and especially parenthood. Meanwhile, younger ...

Shaving and Hair Removal - US

“The shaving and hair removal market is highly price sensitive and was already on a sluggish trajectory before COVID-19, which can partially be attributed to consumers’ relaxed approach to shaving and hair removal routines, leading to less frequent usage of products. Shelter-in-place orders enacted during the pandemic caused consumers to ...

Oral Health - US

“The oral care industry fosters innovative product formulas, marketing strategies and tech-based solutions. The market is resonating with consumers now more than ever before, with many adults saying they are investing more time and products into their oral care routines. COVID-19 sparked a newfound comfort in at-home rituals, which further ...

May 2021

Dishwashing Products - UK

Marketing to Generation Z - US

Household and Personal Care - International

“While COVID-19 led to unprecedented sales of dishwashing products, the market will stabilise once the anxiety around the virus diminishes. However, more frequent home working and enhanced home cooking habits will keep the market more buoyant than before the pandemic. Brands should use sustainability, like biodegradability, and format-led innovations, such as ...

“Refusing to fall in line with previous generations, Gen Z consumers are adamant about forging their own path. They want to be seen as change makers with unique and creative solutions, who aren’t afraid to take on the world’s biggest issues. However, behind the scenes, increased use of technology and ...

Shampoo, Conditioner and Hairstyling Products - US

“The stress, anxiety and health concerns spurred by the pandemic had a varied impact on haircare routines and product usage. A desire to support both mental and hair health saw consumers approach their routines with a self-care lens, boosting usage of conditioning products and increasing washing frequency. At the same ...

Women's Haircare - UK

“Women’s haircare/styling routines were relaxing even before the pandemic, however, stay-at-home measures have significantly impacted usage behaviours, with a shift in routines set to remain. Styling has seen the greatest setback, however, across all segments brands that have maintained marketing activity and innovated in areas of interest to the ...

April 2021

Managing Common Illness - US

“OTC cold, cough, flu and allergy remedies are facing a time of forced adaptation. The illness management market suffered significantly from 2020-21 due to increased illness prevention behaviors adopted by consumers. Simple habits, such as use of hand sanitizer, taking immune system support products and increased hand washing are likely ...

Cleaning the House - US

“In the age of COVID-19, consumers are cleaning more frequently and more thoroughly. That, in a nutshell, describes both the current state of cleaning the house and the potential that lies ahead. Consumers are now more engaged in the category, and engaged consumers are more receptive to innovation and willing ...

Disposable Baby Products - US

“The disposable baby products market has struggled in recent years as birthrates continue to decline. Economic uncertainty caused by the COVID-19 outbreak will accelerate this trend, as people tend to wait until they have more financial security before starting or expanding their families. However, adults having children later in life ...