

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 ...

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

Managing Common Illness - US



Household and Personal Care - International

“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 ...

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