

September 2022

American Lifestyles - US

"As prices continue to rise and economic uncertainty continues, financial concerns are widespread among US consumers. Not all consumers consider themselves financially struggling at this time, but many are already adjusting their shopping behaviors regardless of their level of financial comfort. To support struggling and concerned consumers, brands need to ...

Black Consumers: Beauty Trends - US

"When we think of beauty in its essence we think of sights, smells and tastes that are pleasing to us. When thinking of beauty trends for Black consumers we see that their focus is to capture that intrinsic meaning. Black men and women see beauty trends as an opportunity to ...

Cannabeauty: CBD and Hemp in BPC - US

"While cannabeauty use remains relatively low, the category has experienced steady growth in adoption from 2020-22. What's more, strong future interest points to a market poised for future growth. Overcoming the hurdle of new product trial amid a time of inflationary pressures will be a challenge in the near term ...

Digestive Health - US

"Gastrointestinal issues continue to plague consumers on a regular basis as a result of stress, lifestyle and environmental challenges. As consumers strive to optimize their overall health and wellbeing, they are recognizing the vital role that the gut microbiome plays. Consumers seek to treat the underlying causes of digestive issues ...

July 2022

Non-winter Holiday Shopping - US

"Non-winter holidays are just as meaningful, if not more than they were prior to the pandemic. Consumers look forward to celebrating these joyous occasions and connecting with others. However, rising costs and supply chain issues are getting in the way. Brands must focus on providing value in various forms to ...