

August 2022

OTC Pain Management - US

“The majority of adult consumers experience some degree of regular pain. As life turns to the “next normal” and normal levels of activity resume, consumers are increasingly exposed to practices that increase the risk of pain instance. Following the overall shift toward preventative care, consumers are looking for solutions that ...

July 2022

Gender Identity and Expression - US

“Traditional gender roles continue to influence social expectations and norms. Younger generations and LGBTQ+ people are more likely to recognize and feel limited by these outdated but enduring stereotypes. As gender expansive identities and expressions grow in prominence, consumers will increasingly look to brands to eliminate traditional gender roles and ...

June 2022

CBD in Health and Wellness - US

“While health is a strong opportunity for CBD brands, market players shouldn’t assume consumers know the benefits of the compound and the products that contain it. Education efforts are still in order to communicate what CBD is, what it does, how to use it and, most importantly, that it works ...

January 2022

The Private Label Beauty Consumer - UK

“Brexit and the pandemic brought with them uncertainty that saw shoppers adopting a savvier mindset, a trend that existed beforehand and will outrun both. Branded beauty dupes appeal to the consummate bargain hunter, however retailers can do more to drive digital discovery particularly as younger shoppers use social media to ...