

September 2023

American Lifestyles: Consumer Recovery & Reset - US

"After several years of unprecedented turmoil and uncertainty, American consumers are ready to look to the future and discover their 'next normal.' Although economic uncertainty and global concerns persist, many consumers are determined to refocus on their physical and financial health over the next year. As Americans navigate this ...

Hispanic Beauty Consumer - US

"Hispanic consumers are highly engaged in at-home beauty and personal care treatments and resort to going to a salon when they lack the skills to get good results. Overall, at-home BPC brands attract consumers because of their price point, but specific segments are motivated by different variables, including ease of ...

August 2023

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 ...

July 2023

Cannabis and Health - US

"The landscape of cannabis and health in the US is rapidly evolving. A growing acceptance of cannabis, increased interest in cannabis products, rising trends in micro-dosing, exploration of alternative consumption methods and an emerging focus on targeted treatment options drive growth. These trends signify a shift towards a more holistic ...

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

Upcoming Reports

Free-From/Ingredients to Avoid - US - 2023

Vitamins, Minerals, and Supplements - US - 2023

Retailing in the Metaverse - US - 2023

Black Beauty Consumers - US - 2023