

March 2017

Disposable Baby Products - US

"Sales growth of disposable baby products has reached a five-year high in 2016, driven by training pants, natural brands, and private label. Future sales are projected to grow annually as parents continue to value the safety and gentleness of these products, brand name, product efficacy, and value."

- Jana Vyleta, Home ...

February 2017

The Millennial Beauty Consumer - US

"Millennial women are highly engaged in their beauty routines, using a broad variety of products, spending more time than average on their appearance, and reporting strong skill levels and frequent experimentation. Interactive shopping experiences and YouTube tutorials provide avenues for reaching this tech-savvy generation, while advertising themes that focus on ...

January 2017

Home Hair Color - US

"Home hair color sales have remained flat, as preferences for natural looks, concerns over damage, and ombre styles, which have made roots less taboo, have all placed downward pressure on the market. Despite challenges, opportunities exist to reinvigorate sales, exemplified by positive men's hair color sales, suggesting that expanded availability ...