

October 2022

The Gen Z Beauty Consumer - US

“Generation Z consists of an array of young consumers at different stages of life, making them a key audience across most beauty categories. However, given their young age, Gen Z adults are particularly vulnerable to all of the uncertainty brought on by pandemic-related disruptions and record-level inflation rates, leading some ...

September 2022

The Personal Care Consumer - US

“The total personal care market is expected to see low single-digit sales growth in 2022, driven by consistent product usage and the functional nature of the category. Adjusted for inflation, however, the category struggled to maintain sales dollars, highlighting value-driven behavior. As consumers prioritize products and spending in a cost-sensitive ...

August 2022

Color Cosmetics - US

“After taking a steep hit in 2020 due to the COVID-19 pandemic, color cosmetic sales continue to pick back up, benefitting from the return of in-person events and less frequent usage of protective face coverings. Pent-up demand and current makeup trends are also helping to speed recovery. Looking ahead, further ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Bodycare and Deodorant - US

“The bodycare and APDO market has shown slow yet steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration. While sales are expected to increase almost 7% in 2022, inflation adjustments show relatively flat growth with slow sales increases to ...