

January 2023

Online Beauty Retailing - US

"Beauty shoppers are engaged shopping online; they enjoy the convenience and the community they find in the channel. They are also more in control of their purchases, as they can discover, learn and transact on their own schedule. However, there are still opportunities to innovate and enhance the online shopping ...

November 2022

Women and Gaming - US

"While they may not be as eager to claim the gamer label, women gamers are a major demographic that has been historically neglected by the gaming community. That's been changing in recent years, and women gamers are ready to tell the haters to either get on board or get out ...

Gen Z Online Shopping Habits - US

"Gen Zs have unique interests, behaviors and expectations when they shop. Brands and retailers looking to target and appeal to them will want to tailor shopping experiences and product offerings to meet their needs and preferences. Moving forward, the various forms of value and technology that enhances and makes shopping ...

October 2022

Vitamins, Minerals and Supplements - US

"The majority of consumers rely on VMS products to strengthen their foundation of health. Yet, elevated usage of VMS products as a result of the COVID-19 pandemic has begun to soften. As the focus on a multidimensional approach to health intensifies, consumers will seek ways to personalize their supplementation routines ...

September 2022

Hispanics and Personal Care - US

"The BPC category sees participation from virtually all Hispanic shoppers. Consumers want products that easily fit into their routines; however, economic uncertainty means that consumers will likely be taking a less-is-more approach, streamlining their routines and products usage. While engagement is high, there is a clear perception that more work ...

Evolution of the Customer Service Experience - US

"Two in three consumers think good customer service is rare, which means retailers can really stand out by elevating their service offerings, even if in small increments. The biggest opportunities are to improve digital customer service offerings and to turn the tide from reactive to proactive, whereby sales associates initiate ...

Beyond Beauty - USA

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 ...

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 ...

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 ...

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 ...

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

Regional and International Flavors and Ingredients - US

"Global cuisines remain a conduit of both creativity and comfort despite the volatility of the past two years. Slight shifts are emerging pointing to signs that while mainstream cuisines remain popular consumers are exploring beyond the classics. While interest in exploration signifies innovation opportunities, brands will need to offer balanced ...

Women's Wellness - US

"The COVID-19 pandemic intensified the spotlight on health and wellness, with women's wellness being no exception. An aging population provides opportunity for brands to cater to the needs of older shoppers, looking beyond pregnancy to include the menopausal journey and other age-related issues."

- Jennifer White Boehm, Director - US BPCH ...

May 2022

Teen & Tween Gaming - US

"Teens and Tweens love gaming, and they're likely to carry their hobby into adulthood. Young gamers look to gaming as a social opportunity, brands that facilitate that type of play can attract gamers at a young age, potentially finding passionate fans for life."

– Brian Benway, Gaming and Entertainment ...

April 2022

Tech & Wellness - US

"Technology touches nearly every aspect of modern consumers' lives. Other markers of modern life include the increasingly faster pace of innovation, information flow, and pressure to get ahead – or to just keep up. Along with this pressure, the past two years of the pandemic created additional stress and Americans' ...

Teen Lifestyles - US

"Teenagers are currently in a formative period of their lives. During these years of adolescence, teens not only face academic and social pressures but are also working to carve out their own identities and figure out their place in the world. For many, the uncertainty and social restrictions of the ...

March 2022

Social Commerce - US

"Social commerce is the next evolution of ecommerce. As with the adoption of online shopping, it will take time for consumers to become comfortable purchasing items via social media and even more time for them to do so on any kind of regular basis. Social commerce will in no way ...

Skin Conditions - US

"The lifestyle shifts and health concerns brought on by the pandemic had a varied impact on skin condition routines and product usage. While certain segments were challenged by limited time spent outside of the home, greater focus on physical skin health and mental health, as well as heightened personal hygiene ...

February 2022

Managing Stress and Mental Wellbeing - US

"The unprecedented challenges of the COVID-19 pandemic have tested the minds of Americans, and the mental health field is bursting with innovation to meet consumers' shifting needs. Methods that once seemed improbable, such as on-demand, virtual therapy are now commonplace, but increased availability of resources has not yet translated to ...

January 2022

Aircare - US



Beyond Beauty - USA

“Following 2020’s accelerated growth brought on by the pandemic, 2021 category sales were tempered yet still in the double-digits, reflecting both the lingering nature of the pandemic’s impact balanced with, for many, a return to some old routines and lifestyles, such as increased time outside of the home. However, the ...