

## July 2023

### Oral Care - UK

“As financial concerns heighten, consumers are looking for innovative at-home oral care treatments and expert validation for oral care products. Societal pressure for white and straight teeth has led to a focus on cosmetic dentistry, but there is an opportunity for brands to diversify marketing campaigns and create a more ...

## June 2023

### OTC Analgesics and Cough, Cold and Flu Remedies - UK

“The market has surpassed its pre-pandemic value as cases of cough, cold and flu have all risen to almost pre-COVID-19 levels. The categories are also less impacted by the income squeeze compared to others, as the infrequent purchase of products, alongside the premium consumers place on their health, means there ...

## May 2023

### Family Planning and Pregnancy - UK

“Since the COVID-19 pandemic's ‘baby boom’, perspectives on family planning have shifted and hesitancy to start or expand families due to the cost of living crisis. Although this may disadvantage the category, it remains important for brands to personalise and support the journeys of aspiring and new parents. This ...