

January 2022

Self Diagnostics - US

“Following nearly two years of heightened attention on personal health, industry players must capitalize on consumers’ top-of-mind and forward-looking health ambitions going into 2022. In order to sustain the category’s pandemic-fueled growth, continued emphasis on self-diagnostic tools that can help monitor traditional illness and become an integral part of virtual ...

December 2021

Suncare - UK

“The easing of international travel restrictions and surge in staycations have supported the recovery of suncare in 2021. However, the pandemic has highlighted the category’s dependence on overseas holidays and domestic weather conditions. As consumers simplify their BPC routines, the category also faces threats from adjacent categories where NPD in ...