

February 2023

Black Haircare - US

"Haircare products straddle multiple identities, with some products viewed as purchase essentials, and others as nice-to-haves. Amid this inflationary period during which shoppers are spending conservatively, brands will want to stake the claim that their full repertoire is seen as essential must-haves that serve as foundational to personal hygiene and ...

January 2023

Clean and Conscious Beauty - US

"Beauty companies and brands simply can't be all things to all people when it comes to defining 'clean.' There is a notable shift toward people aligning how and what they consume with their values. The 'clean' beauty movement plays into this shift and the subjectivity of its definition allows ...

Suncare - UK

"Value sales of suncare products in 2022 continued to increase, surpassing pre-pandemic levels as a result of eased international travel restrictions post COVID-19 and the 2022 heatwave. The consumer's heightened focus on skin health is making suncare an increasingly essential step in beauty/grooming routines. While consumers continue to opt ...

December 2022

Deodorants - UK

"The deodorant category will be defined by savvy shopping behaviours in upcoming years and brands will need to propose value in order to retain their share of the market. Appealing with money-saving multipacks and remaining competitive with special offers will benefit deodorant brands. However, value encompasses more than cost and ...

Beauty Retailing - US

"Lifestyles, budgets and beauty routines are evolving. An increased focus on the various forms of value is leading consumers to make more informed purchasing decisions and look at aspects beyond price. Moving forward, product efficiency, enhanced shopping experiences and ethical practices will be key differentiators for brands and retailers and ...

November 2022

Ingredient Trends in Beauty and Personal Care - US

"With a majority of BPC users researching ingredients, safety, health and most importantly, efficacy remain at the forefront of consumers' minds. Additionally, consumer awareness of active and natural ingredients bodes well for the category, and brands must go the extra mile to validate the effectiveness of its formulations. As the ...

Beauty Online - UK

"Despite a decline in sales, the value of the online BPC market is not set to return to pre-pandemic levels in 2022. As many consumers cut back on spend amidst the rising cost of living, there is an opportunity for brands and retailers to emphasise the price comparison abilities of ...

The Holistic Beauty Consumer - US

“COVID-19 has driven the concept of holistic health to new levels with a focus on total wellbeing. As a result, more consumers are striving to incorporate better lifestyle habits (eg maintaining healthy diet and/or sleep schedule) to support their overall health, wellness and even beauty goals. Some consumers are ...

October 2022

Marketing to Moms - US

"Most moms put the needs of others before their own. This presents opportunities for brands to encourage moms to take moments for themselves and practice self-care so they can be at their best for their families. More can be done to encourage dads to take on a greater share of ...

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 ...

Men's Personal Care - US

“After the men’s category experienced a decline in 2020 due to the COVID-19 pandemic, retail sales are expected to see significant growth in 2022, an almost 20% increase since 2020. While some of this can be attributed to a rebalance in the market and the functional nature of the category ...