

## 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 ...

## December 2022

### Alternate Transportation - US

"As pandemic imposed restrictions and concerns ease across the United States, consumers are increasingly returning to pre-pandemic activities. As a result, consumers are looking to alternate transportation services to accommodate their need for travel – a positive sign for the industry overall. Moving forward, it will be critical for alternate ...

### Sustainability and Online Shopping - US

“Brands’ sustainable and environmental efforts are attracting the attention of consumers as they shop online. Shoppers are more aware than ever of the waste ecommerce can create and are looking to brands and retailers to address this issue. Education is still needed as consumers learn more about what brands are ...

## November 2022

### 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 ...