

December 2017

Natural and Organic Personal Care Consumer - US

Natural brands continue to experience growth, an affirmation of the importance placed on ingredient safety and the role natural and organic personal care (NOPC) products play in an overall wellness lifestyle. To expand consumer penetration of these products and advance sales growth, stakeholders should highlight NOPC products as part of ...

Skincare Ingredient and Format Trends - US

The skincare market is highly saturated, and brands are challenged by consumer demand for simplicity as well as routine shopping behavior, limiting product trial. Focusing on unique offerings to capture the attention of consumers, such as Korean skincare trends and on-the-go formats, could nurture category growth. Eco-ethical claims will also ...

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Men's Personal Care - US

The men's personal care industry is projected to reach \$4.4 billion in 2017, a 1.1% increase from 2016. While many men have a functional view of the category, they still show interest in specialized claims, added benefits, and premium products as they seek to achieve a handsome, healthy ...

Mature Beauty - US

For the \$37.5 billion beauty market, mature beauty users comprising 30% of the female population are a significant consumer base. However, many of their needs and interests are removed from those of trend-focused, digital savvy Millennials and iGen's. Mature consumers prioritize wellness, natural beauty, and a graceful approach to ...

October 2017

Beauty Devices - US

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

Consumers and the Economic Outlook: Quarterly Update - US

"The US economy remains strong and stable, maintaining most levels it held last quarter. Consumer outlook is still optimistic and positive, but differences in age and income level reveal different motivations for improving the current state of a consumer's finances. Few predict that their financial situation will change much over ...