

## January 2023

### Online Beauty Retailing - US

"Beauty shoppers are engaged shopping online; they enjoy the convenience and the community they find in the channel. They are also more in control of their purchases, as they can discover, learn and transact on their own schedule. However, there are still opportunities to innovate and enhance the online shopping ...

## November 2022

### Women and Gaming - US

"While they may not be as eager to claim the gamer label, women gamers are a major demographic that has been historically neglected by the gaming community. That's been changing in recent years, and women gamers are ready to tell the haters to either get on board or get out ...

### Gen Z Online Shopping Habits - US

"Gen Zs have unique interests, behaviors and expectations when they shop. Brands and retailers looking to target and appeal to them will want to tailor shopping experiences and product offerings to meet their needs and preferences. Moving forward, the various forms of value and technology that enhances and makes shopping ...

## October 2022

### 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 ...

### Hispanics and Personal Care - US

"The BPC category sees participation from virtually all Hispanic shoppers. Consumers want products that easily fit into their routines; however, economic uncertainty means that consumers will likely be taking a less-is-more approach, streamlining their routines and products usage. While engagement is high, there is a clear perception that more work ...

### Evolution of the Customer Service Experience - US

"Two in three consumers think good customer service is rare, which means retailers can really stand out by elevating their service offerings, even if in small increments. The biggest opportunities are to improve digital customer service offerings and to turn the tide from reactive to proactive, whereby sales associates initiate ...