

September 2023

Marketing to Gen X - US

“Marketing to Gen X requires adeptly navigating a budget-conscious consumer that values quality. Gen X likes nice things, but they want to feel responsible about spending on them. They are a generation that gravitates toward following the rules. Brands can celebrate this investment in responsibility and help Gen X push ...

August 2023

Digestive Health - US

“Symptomatic treatments for occasional issues will remain core to the market. Though digestive health is widely understood to be a vital piece of overall wellbeing, category players must work toward elevating the importance of proactive gastrointestinal maintenance which will aid in supporting other areas of holistic health. Blurring the lines ...

Bodycare and Deodorant - US

“Although the bodycare and deodorant product market has broad penetration, there’s room to grow. The fact that this category is considered essential to one’s personal care routine provides a reliable platform for industry players. The opportunity for innovative makers and marketers is to leverage consumers’ prioritization of appearance and health ...

OTC Pain Management - US

“The vast majority of consumers deal with pain on a regular basis, and often turn to familiar OTC products. Pain is a constant that is not slated to decline. To meet diverse consumers in their quest to address pain symptoms, while also improving overall wellness, it will be crucial to ...

July 2023

Marketing to Millennials - US

“Millennials are in a state of flux and uncertainty as they enter new life stages and contend with financial uncertainty following high inflation. Brands must tailor their marketing messages to reflect Millennials’ current challenges and future aspirations for stability and financial independence. While Millennials are highly focused on value, their ...

Cleaning in and Around the Home - UK

“The pandemic saw strides being made towards closing the gender chore gap as people occupied their homes more. However, these gains have been reversed since, as the share of men cleaning for longer than five hours a week has slowed, the share of women cleaning for the same time has ...

Upcoming Reports

Air Care - UK - 2023

Personal Care Consumer - US - 2023



Household and Personal Care - International

Pet Supplies - US - 2023

**Vitamins, Minerals, and
Supplements - US - 2023**

**The Natural Household Consumer
- US - 2023**