

April 2022

Beauty Influencers - US

“The beauty industry as a whole has weathered the COVID-19 storm, and beauty influencers welcomed new audiences. Previously a young (wo)man’s game, the expanding reach of influencers in the space leaves room for creators that appeal to a more diverse array of users, including men, consumers age 45+ and ...

Nail Color and Care - US

“After the pandemic lockdowns of 2020 eased, and consumers began returning to salons in 2021, the nail color and care market still thrived. There are a number of opportunities for nail brands – from cross-category collaboration, to increased environmental sustainability efforts. Technology will also increasingly play a role in nail ...

March 2022

Skin Conditions - US

“The lifestyle shifts and health concerns brought on by the pandemic had a varied impact on skin condition routines and product usage. While certain segments were challenged by limited time spent outside of the home, greater focus on physical skin health and mental health, as well as heightened personal hygiene ...

February 2022

Drug Stores - US

“Drug stores sit in a mostly comfortable position currently as the channel has seen increased sales from COVID-19 vaccinations, boosters and prescription fulfillment. While the channel holds a small lead in terms of where people shop for healthcare needs, retailers face heavy competition from the likes of mass merchandisers and ...

Soap, Bath and Shower Products - US

“After experiencing skyrocketing growth in 2020 due to stockpiling behaviors, SBS sales are expected to decline in 2021, which is a reflection of the market rebalancing itself. However, market sales are not expected to return to pre-pandemic levels, thanks to a renewed focus on hygiene and wellness. Consumers’ intention to ...

Diversity and Inclusivity in Beauty - US

“While the beauty industry has made strides in recent years to be more inclusive, there is still work to be done. Consumers continue to feel that there are unrealistic standards of beauty, and some groups feel entirely ignored by brands. As a result, consumers are increasing expecting brands to change ...

Suncare and Skin Protection - US

“After taking a short-term hit in 2020 due to social distancing measures and travel restrictions, sunscreen and skin protection sales are heating back up, thanks to the widespread distribution of vaccines and consumers’ elevated focus on skin health. However, encouraging consumers to use sunscreen during colder months and indoors is ...

January 2022

Consumers and the Economic Outlook - US



Beauty and Personal Care - USA

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...