

June 2023

Disposable Baby Products - US

"The DBP market's performance reflects the conflict between parents' interest in premium, high quality, sustainable DBPs vs the challenging economic realities many parents face. As such, the financially secure are increasingly trading up to premium-tier DBPs while financially insecure parents are searching for the best deals and often opting for ...

Beauty Devices - US

"Makers and marketers of beauty devices can attract users by promoting affordability, educating consumers on the benefits of usage and positioning products as part of self-care wellness. To help the category continue to grow, it's important that players don't forget to promote the enjoyment and fun of using new beauty ...

Marketing to Gen Z - US

"Gen Zs continue to age into greater responsibility and spending power. Brands can help this group ease their discontent and sense of not being as far along as they should be in life. While the pandemic and economic uncertainty have been obstacles to Gen Z progress, they haven't stifled optimism ...

May 2023

Women's Haircare - UK

"While driven in part by inflation and COVID-19 recovery, the haircare category is growing as consumers see products in the category as an affordable pick-me-up amid the cost of living crisis. An increased attention on hair health means strengthening and growth are prioritised, but lack of enthusiasm for ingredients that ...

Feminine Hygiene and Sanitary Protection Products - US

"Consumers are increasingly viewing their bodies as interconnected ecosystems, driving focus on less-recognized areas of health, including vaginal health.

Oral Health - US

"The pandemic both upended and revitalized the oral care market, creating disruptive opportunities for premium and eco-friendly solutions. As consumers view their oral care routines as self-care, as well as essential hygiene, leading brands can continue to tap into wellness trends. There will be blossoming opportunities to link oral care ...

Facial Skincare - US

"Consumer engagement across foundational daily-use formats such as moisturizers, cleansers and lip balm continues to rise, leading to overall sales growth for the total category. However, the democratization of claims, ingredients and formats once reserved for the premium segment have infiltrated the mass market, thanks to consumer demand for convenience ...

Shampoo, Conditioner and Hairstyling Products - US

"The hallmark of the mature shampoo, conditioner and hairstyling product market is slow, steady growth. Its essentialness to one's personal care routine provides a reliable platform for industry players; however, consumers' prioritization of appearance and health is advancing expectations and innovation within the category. Prestige brands are driving the skinification ...

Overall, feminine care needs are essential to women's health, yet consumers' expectations are no longer purely functional. The category is in a moment of evolution, as lines blur between beauty and ...

April 2023

Shaving and Hair Removal - US

"The shaving and hair removal market remains stable in terms of usage and consumption thanks to the functionality and essential nature of the category. However, obstacles to growth exist as consumers evaluate their BPC routines through a lens of intentionality, eco-friendly behaviors and budgeting. Even so, opportunities exist to further ...

Managing Common Illness - US

"Consumers have faced increased exposure to common illness over the past year, as influenza, COVID-19 and RSV converged, creating a tridemic. Nearly one quarter of consumers experienced more frequent common illness than last year despite taking preventative measures, such as using immune-boosting supplements. Because many symptoms of common illness overlap ...