

January 2022

Clean Beauty - US

“In spite of its recent backlash, consumer perception toward clean beauty is largely positive. The majority of consumers view clean products as safer than mainstream, and some even demonstrate a willingness to pay more for clean products. However, as competition in the space increases, claiming to be “clean” will not ...

December 2021

Beauty Retailing - US

“Beauty retailing is evolving and becoming more flexible to meet consumers’ needs and shopping preferences. The global health crisis has shifted consumer behavior in many forms. There is an increased interest in wellness-related beauty products, and value offerings. Digital channels now have a more critical role in the shopping journey ...

Ingredient Trends in Beauty and Personal Care - US

“As a result of today’s ongoing pandemic, people are more focused on their health and safety than ever before, contributing to the increased scrutiny of the ingredients used in beauty and personal care products. Consumers expect brands to be transparent about ingredient sourcing and the production process to ensure products ...

Fragrance Trends in Beauty - US

“The events of 2020 and 2021 have placed greater importance on mental wellness. The fragrance market is well positioned to offer consumers a mental reprieve from everyday stressors and support new lifestyle needs, whether by bringing joy through evoking certain memories or fueling productivity in work/learn from home environments.

November 2021

Men's Personal Care - US

“The men’s personal care market has experienced slow yet steady growth since 2016, which can largely be attributed to the essential nature of the category and stable market penetration. Although certain elements of men’s personal care routines slid a bit as a result of the COVID-19 pandemic, market sales are ...