

## April 2023

### Household Paper Products - US

"During normal times, household paper market growth is inextricably linked to population growth. Accordingly, it is highly predictable. Yet these are not normal times. The pandemic's disruption of supply chains and the consumer response that resulted in extreme hoarding and product shortages was followed by a period of historic inflation ...

## March 2023

### Cleaning the House - US

"Consumers remain consistent in their approach to cleaning the home. However, soaring cost of living is causing some to shift their cleaning and shopping habits, with slightly more than two in five adults claiming to be spending less on household cleaning products. To increase value and maintain involvement, brands need ...

## February 2023

### Soap, Bath and Shower Products - US

"Traditionally seen as a highly functional and hygienic category, soap, bath and shower products have become a prominent part of consumers' self-care routines as skin health remains top of mind and consumers seek physical and mental relief within their cleansing routines. While the market continues to rebalance after an explosive ...

### Medicated Skincare - US

"Consumers continue to experience skin issues as a physical manifestation of both lifestyle choices, such as poor diet and lack of sleep, as well as elevated levels of stress and anxiety. While consumers have adopted a more preventative strategy to managing their overall health, this shift has been slower in ...

### Household Paper Products - UK

"Inflationary pressures and squeezed household incomes are leading consumers from all financial situations to use household paper products in greater moderation and switch towards lower-priced options. This makes it vital for brands to address demand for value and invest in campaigns designed to promote brand loyalty. New product launches with ...

## January 2023

### Suncare and Skin Protection - US

### Aircare - US



## Household and Personal Care - International

“After a short-term hit in 2020, sunscreen and skin protection products saw explosive growth in 2021-22 retail sales thanks to a focus on skin health and total-body wellness routines. While usage of sunscreen products remains stable from years past, daily usage of personal care products with SPF may limit market ...

“Though the category continues to enjoy relatively high incidence of use, as consumers continue to cut back on spending, discretionary products like aircare will be challenged to prove value. Product efficacy, added benefits, and expanded offerings to align with evolving lifestyle needs will be crucial to reinvigorate aircare sales.” ...