

June 2019

The Millennial Beauty Consumer - US

"Millennial women show various levels of engagement, spending a consistent amount of time on their beauty routines and shopping for products. Older Millennials over index for interest in clean beauty products, while Younger Millennials follow a similar pattern compared to Gen Zs. It is important for brands to consider the ...

Oral Health - US

"For many consumers, oral care is perceived as a daily health essential, offering a consistent usage occasion for key players to penetrate. More than half of consumers report using four to six oral care products during their routine, supporting the need for supplemental products to achieve and maintain oral hygiene ...

May 2019

Gen Z Beauty Consumer - US

"Generation Z consists of an array of young consumers at different stages in life. This diverse age range can be a challenge for brands as some Gen Zs are completely dependent on their parents, while others are branching out on their own for the first time. Regardless of age, these ...

April 2019

Disposable Baby Products - US

"The disposable baby products market is estimated to reach \$8 billion in total 2019 retail sales, a decline of nearly 1% from 2018. Market struggles can partially be attributed to declining birth rates, parents' value-driven approach to the category, as well as increased competition from online retailers and subscription services ...

Facial Skincare and Anti-aging - US

"Growth has slowed for the facial skincare and anti-aging market, as the category competes with both internal and external factors. Consumer demand for multibenefit products continues, and an emphasis on clean skincare could be a challenge to mature, established players. Lastly, reasons for using face masks have shifted slightly, with ...