

July 2022**Gender Identity and Expression - US**

“Traditional gender roles continue to influence social expectations and norms. Younger generations and LGBTQ+ people are more likely to recognize and feel limited by these outdated but enduring stereotypes. As gender expansive identities and expressions grow in prominence, consumers will increasingly look to brands to eliminate traditional gender roles and ...

June 2022**CBD in Health and Wellness - US**

“While health is a strong opportunity for CBD brands, market players shouldn’t assume consumers know the benefits of the compound and the products that contain it. Education efforts are still in order to communicate what CBD is, what it does, how to use it and, most importantly, that it works ...