

January 2023

Clean and Conscious Beauty - US

“Beauty companies and brands simply can’t be all things to all people when it comes to defining ‘clean.’ There is a notable shift toward people aligning how and what they consume with their values. The ‘clean’ beauty movement plays into this shift and the subjectivity of its definition allows ...

December 2022

Alternate Transportation - US

"As pandemic imposed restrictions and concerns ease across the United States, consumers are increasingly returning to pre-pandemic activities. As a result, consumers are looking to alternate transportation services to accommodate their need for travel – a positive sign for the industry overall. Moving forward, it will be critical for alternate ...

Sustainability and Online Shopping - US

“Brands’ sustainable and environmental efforts are attracting the attention of consumers as they shop online. Shoppers are more aware than ever of the waste ecommerce can create and are looking to brands and retailers to address this issue. Education is still needed as consumers learn more about what brands are ...

November 2022

The Holistic Beauty Consumer - US

“COVID-19 has driven the concept of holistic health to new levels with a focus on total wellbeing. As a result, more consumers are striving to incorporate better lifestyle habits (eg maintaining healthy diet and/or sleep schedule) to support their overall health, wellness and even beauty goals. Some consumers are ...

September 2022

The Natural Household Consumer - US

“As the pandemic began to transition to an endemic and the need to immediately kill germs in the home declined, many analysts predicted a broader adoption of natural/eco-friendly cleaners. But due to historic inflation, consumers prioritized their wallets over their eco values and revenue for the country’s largest natural ...

August 2022

Electric & Hybrid Cars - US

“As automakers across the globe continue to commit to the development and production of electric and hybrid vehicles, consumers are becoming increasingly interested in purchasing these vehicles. Barriers related to perceptions and availability will continue to impact consumers, making it important for auto brands and retailers to demonstrate the value ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Multicultural Young Adults & Sustainability - US

“While sustainability is viewed as important by the majority of multicultural young adults, it is not top priority, playing second fiddle (or sixth fiddle) to more pressing concerns, such as personal health and finance. Entities looking to boost sustainability efforts must lean into the personal benefit to be had from ...

June 2022

Sustainability and Travel - US

“The climate emergency is not lost on travelers, even as they intend to travel in greater numbers. They want travel providers to be more sustainable so that they can travel with a clear conscience and not create undue harm to the planet. This undertaking involves more than sustainable practices; it ...

The Sustainable Consumer - US

“Despite a growing need for more sustainable behaviors, US consumers continue to be minimally engaged with living a sustainable lifestyle. Consumers perceive sustainable living to be challenging and often confusion. Brands need to work to better educate consumers on various sustainability concepts in hopes of bridging their knowledge gaps and ...

February 2022

Circular Shopping: Resale and Rentals - US

“Consumers’ shifting sense of ownership, increased focus on value, and desire to behave more sustainably are contributing to the rise of circular shopping. While there are barriers and challenges to overcome, secondhand shopping, rentals, and resale of personal items will become more adopted by both consumers and brands in the ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...