

October 2021

Black Haircare - US

“Black consumers continue to be disproportionately economically impacted by COVID-19. Although the pandemic has driven some trading-down behaviors, consumers have remained engaged in the space by taking a DIY approach to routines and by prioritizing hair health. While the styling segment has taken a hit due to fewer social occasions ...

September 2021

Beauty Devices - US

“Pandemic circumstance – whether through stay-at-home trends, interest in wellness, or financial concerns – has had both negative and positive implications on the beauty device category. Moving forward, the category’s strong association with wellness, self-care and fun could propel growth, even as we move into recovery. Multifunctional benefits can also ...

August 2021

Gen Z Beauty Consumer - US

“Gen Z consumers dictate beauty trends, making them a key audience for brands in the beauty space. In spite of the challenges brought on by the pandemic, Gen Z consumers remained engaged in the space by experimenting with their routines and following beauty trends and influencers across social media platforms.

Color Cosmetics - US

“After a steep hit in 2020, the category is beginning to pick back up as interactions outside the home increase and usage of protective face coverings subside. Pent-up demand and a desire for fun is helping to speed recovery.

As we reemerge from the pandemic, expect a larger focus on ...

Personal Care Consumer - US

“The personal care market has experienced stable year-over-year growth since 2016, which can largely be attributed to the essential nature of the category and stable market penetration. While certain elements of personal care routines slid a bit as a result of COVID-19, other elements, particularly those associated with wellness, became ...

July 2021

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

Bodycare and Deodorant - US

“The bodycare and APDO market has shown slow yet steady growth since 2016, which can partially be attributed to the essential nature of the category and stable market penetration. Shelter-in-place orders enacted during the pandemic caused some consumers to take a relaxed approach to APDO, leading to less frequent usage ...