

March 2022

Social Commerce - US

“Social commerce is the next evolution of ecommerce. As with the adoption of online shopping, it will take time for consumers to become comfortable purchasing items via social media and even more time for them to do so on any kind of regular basis. Social commerce will in no way ...

Skin Conditions - US

“The lifestyle shifts and health concerns brought on by the pandemic had a varied impact on skin condition routines and product usage. While certain segments were challenged by limited time spent outside of the home, greater focus on physical skin health and mental health, as well as heightened personal hygiene ...

February 2022

Managing Stress and Mental Wellbeing - US

“The unprecedented challenges of the COVID-19 pandemic have tested the minds of Americans, and the mental health field is bursting with innovation to meet consumers’ shifting needs. Methods that once seemed improbable, such as on-demand, virtual therapy are now commonplace, but increased availability of resources has not yet translated to ...

January 2022

Aircare - US

“Following 2020’s accelerated growth brought on by the pandemic, 2021 category sales were tempered yet still in the double-digits, reflecting both the lingering nature of the pandemic’s impact balanced with, for many, a return to some old routines and lifestyles, such as increased time outside of the home. However, the ...