

## September 2023

### Beauty Influencers - US

“US consumers are focusing on value, but they are still looking to influencers for ways to most efficiently spend their money. Consumers are taking beauty influencers’ recommendations, but they’ve become accustomed to free content. As brands continue to work with beauty influencers – and influencers continue demanding to be paid ...

## August 2023

### Bodycare and Deodorant - US

“Although the bodycare and deodorant product market has broad penetration, there’s room to grow. The fact that this category is considered essential to one’s personal care routine provides a reliable platform for industry players. The opportunity for innovative makers and marketers is to leverage consumers’ prioritization of appearance and health ...

## July 2023

### Color Cosmetics - US

“Overall color cosmetics usage has declined, challenged by time constraints, waning interest and the mainstay of hybrid lifestyles. That being said, the market is predicted to proceed with resilience as brands deliver against interest in facial skincare claims, convenience and multi-functionality. In a cost-conscious environment, value is the name of ...

### Consumers and the Economic Outlook - US

“The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

## Upcoming Reports

### Online BPC Product Discovery - US - 2023

### Black Haircare - US - 2023

### Personal Care Consumer - US - 2023