

Personal Care Consumer - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the personal care market.
- How usage trends impact the personal care market.
- How brands in the space are innovating offerings to stand out from the competition.
- How brands can influence consumers to look beyond the functional nature of the category



“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.”

– **Olivia Guinaugh, Beauty & Personal Care Analyst**

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