

Household and Personal Care - International

December 2021

Dishwashing Products - US

“Economic uncertainty and inflation are now top of mind concerns. In order to sustain the category’s pandemic-fueled growth, marketers and retailers need to work together to keep shoppers focused on product benefits rather than discounts and price comparisons. Brands can be successful by highlighting performance underscored by safety, accelerating health ...

Food Storage and Trash Bags - US

“During the pandemic, increased at-home cooking and living has driven demand for storage containers, wraps and trash bags. The category benefits from near universal penetration as consumers seek practical, functional, high-value products to support cooking, food preparation, trash disposal and home organization. Opportunity and innovation lie, however, in engaging younger ...

November 2021

Approach to Health Management - US

“Personal health is more important than ever before for consumers, but how they approach managing their health is evolving as consumers encounter new health concerns and goals. Adults are taking their learnings from the previous year and applying them to how they care for their health now, with a strong ...

The Vitamins, Minerals and Supplements Shopper - US

“The VMS market has been on an upward trajectory for many years, and this was only amplified during the beginning of the pandemic. In 2021 the number of adults who shopped for vitamins, minerals or supplement exclusively in-store decreased, while online shopping for these products increased – and many consumers ...

Men's Personal Care - US

“The men’s personal care market has experienced slow yet steady growth since 2016, which can largely be attributed to the essential nature of the category and stable market penetration. Although certain elements of men’s personal care routines slid a bit as a result of the COVID-19 pandemic, market sales are ...

Upcoming Reports

Self Diagnostics - US - 2021

Sleep Health - US - 2021

Laundry Detergents, Fabric Conditioners and Fabric Care - UK - 2021

Contraceptives and Sexual Health - US - 2021