

## December 2019

### Clean Beauty - US

"The natural movement continues to shape the BPC industry due to perceptions of safety. However, a surge of retailers and brands are adopting clean beauty standards, leading to a shift from natural to clean. Additionally, consumers are becoming more aware of the impact their demand for natural ingredients has on ...

### Fragrance Trends in Beauty - US

"Legacy fragrance houses are struggling due to the rise of indie perfumeries and cross-category competition, and traditional fragrance offerings no longer meet the needs of key demographics. On top of that, US consumers are continuing to spend less money year over year on fragrances. The fragrance industry needs to evolve ...

## November 2019

### Beauty and Personal Care Accessories - US

"High penetration of category staples combined with long purchase cycles creates challenges in growing the market. To compete in this space, brands must offer additional benefits or claims to stand out to consumers. Social media and influencer collaborations present opportunities for players in this space. By tapping into macro-consumer trends ...

## October 2019

### Beauty Retailing - US

"Interest in beauty and personal care hasn't faltered, but what consumers are buying is evolving as are where and how they do so. In-store shopping is still the most preferred method for most types of purchases, but the digital experience is increasingly important, especially for pre-purchase research. Consumers also have ...

### Beauty Devices - US

"Beauty devices find acceptance among most women, with broad use of hair appliances and strong interest in skincare devices. Hair appliances continue to struggle in the face of long replenishment cycles and preference for more natural-looking, healthy hair. Skincare devices continue to grow as technology fuels innovation and creates opportunity ...

### Ingredient Trends in Beauty - US

"The beauty market is highly diverse, and brands often rely on ingredients to stand out. Although women, particularly younger women, expect brands to use natural ingredients, they ultimately choose a product based on efficacy. One of the challenges for category players will be how to navigate the minefield of taboo ...