

### October 2020

#### Perceptions of Beauty across Generations: Incl Impact of COVID-19 - US

“The once singular approach to beauty marketing and product development is no longer cutting it for consumers. While preferences and engagement varies by generation, nearly all consumer groups have mixed emotions when it comes to beauty. Consumers recognize that beauty products can provide a self-esteem boost but also feel that ...

#### Feminine Hygiene and Sanitary Protection Products: Incl Impact of COVID-19 - US

“The feminine hygiene and sanitary protection category is in a moment of growth and evolution. Consumer expectations are extending beyond functional needs, challenging key players to offer eco-friendly packaging, natural/organic materials and ingredient transparency at affordable price points. At the same time, brands have opportunity to grow user knowledge ...

### September 2020

#### Black Haircare: Incl Impact of COVID-19 - US

“A majority of Black consumers say that their priorities about their appearance have not changed during the pandemic, which gives insight into their regard for personal style. Hair is foundational to Black consumers’ looks, so they will continue to buy haircare products during lean economic times. However, people in a ...

#### Men's Personal Care: Incl Impact of COVID-19 - US

“Prior to COVID-19’s arrival to the United States, the market was expected to continue experiencing slow yet steady growth through 2025. However, with more Americans practicing social distancing and working from home, the market is expected to see slower growth from 2020 than originally estimated, as some men feel less ...

#### Gen Z Beauty Consumer: Incl Impact of COVID-19 - US

“The COVID-19 pandemic will have a profound and lasting impact on both Gen Z, and the beauty industry as a whole. Gen Z consumers dictate beauty trends, making them a key audience for brands in the beauty space. The financial impact from the pandemic will disproportionately impact Gen Z, and ...

#### Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

### August 2020

#### Color Cosmetics: Incl Impact of COVID-19 - US

“COVID-19 has dramatically impacted the color cosmetic landscape. During the lockdown phase of the pandemic, the need/desire to wear makeup was mitigated as consumers limited their interactions outside of the home. Even as states relax restrictions,

#### Personal Care Consumer: Incl Impact of COVID-19 - US

“The impact of COVID-19 is apparent in every industry across the globe, and personal care is not immune. In fact, certain elements of consumers’ personal care routines (eg shaving, hair washing) slid a bit during



## Beauty and Personal Care - USA

the ongoing use of protective face masks creates new challenges and will prolong ...

lockdown, leading to longer purchase cycles. Despite some struggling segments, the personal care market is ...