

September 2022

The Personal Care Consumer - US

“The total personal care market is expected to see low single-digit sales growth in 2022, driven by consistent product usage and the functional nature of the category. Adjusted for inflation, however, the category struggled to maintain sales dollars, highlighting value-driven behavior. As consumers prioritize products and spending in a cost-sensitive ...

Pet Supplies - US

“As pets continue to be a bigger part of people’s lives, consumers will continue shopping for various pet supplies. This will provide sustained growth to the category despite challenges of inflation and shifts in consumer spending. Moving forward, delivering value, health and wellness will be areas of focus as consumers ...

The Natural Household Consumer - US

“As the pandemic began to transition to an endemic and the need to immediately kill germs in the home declined, many analysts predicted a broader adoption of natural/eco-friendly cleaners. But due to historic inflation, consumers prioritized their wallets over their eco values and revenue for the country’s largest natural ...

Digestive Health - US

“Gastrointestinal issues continue to plague consumers on a regular basis as a result of stress, lifestyle and environmental challenges. As consumers strive to optimize their overall health and wellbeing, they are recognizing the vital role that the gut microbiome plays. Consumers seek to treat the underlying causes of digestive issues ...

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Natural and Organic Toiletries - UK

“While value sales of organic health and beauty products have continued to rise, inflation and the growing importance of sustainability could threaten demand for natural/organic BPC going forward. As price sensitivities grow, value-focussed NPD can dissuade consumers from moving away from natural/organic BPC. Meanwhile, science will play an ...

OTC Pain Management - US

“The majority of adult consumers experience some degree of regular pain. As life turns to the “next normal” and normal levels of activity resume, consumers are increasingly exposed to practices that increase the risk of pain instance. Following the overall shift toward preventative care, consumers are looking for solutions that ...

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Marketing to Millennials - US

“Millennials are at a lifestage where they are in distinct subsegments – some becoming newly independent while others are comfortably settling into parenthood. Because Millennials are at such different stages, each with their own unique set of needs, they must be marketed to accordingly. For example, Younger Millennials aspire to ...

Bodycare and Deodorant - US

“The bodycare and APDO market has shown slow yet steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration. While sales are expected to increase almost 7% in 2022, inflation adjustments show relatively flat growth with slow sales increases to ...

Household Care Habits of Pet Owners - UK



Household and Personal Care - International

"Interest in pet-friendly products aligned with wellness trends and created to address pet owners' unique cleaning needs creates new opportunities for brands to explore. While heritage market players are well placed to capitalise on modern pet love, it is key for brands to illustrate pets as their ultimate consumer to ...