

## June 2023

**Disposable Baby Products - US**

“The DBP market’s performance reflects the conflict between parents’ interest in premium, high quality, sustainable DBPs vs the challenging economic realities many parents face. As such, the financially secure are increasingly trading up to premium-tier DBPs while financially insecure parents are searching for the best deals and often opting for ...

**Beauty Devices - US**

“Makers and marketers of beauty devices can attract users by promoting affordability, educating consumers on the benefits of usage and positioning products as part of self-care wellness. To help the category continue to grow, it’s important that players don’t forget to promote the enjoyment and fun of using new beauty ...

**Oral Health - US**

“The pandemic both upended and revitalized the oral care market, creating disruptive opportunities for premium and eco-friendly solutions. As consumers view their oral care routines as self-care, as well as essential hygiene, leading brands can continue to tap into wellness trends. There will be blossoming opportunities to link oral care ...

**Facial Skincare - US**

“Consumer engagement across foundational daily-use formats such as moisturizers, cleansers and lip balm continues to rise, leading to overall sales growth for the total category. However, the democratization of claims, ingredients and formats once reserved for the premium segment have infiltrated the mass market, thanks to consumer demand for convenience ...

## May 2023

**Shampoo, Conditioner and  
Hairstyling Products - US**

“The hallmark of the mature shampoo, conditioner and hairstyling product market is slow, steady growth. Its essentialness to one’s personal care routine provides a reliable platform for industry players; however, consumers’ prioritization of appearance and health is advancing expectations and innovation within the category. Prestige brands are driving the skinification ...

**Feminine Hygiene and Sanitary  
Protection Products - US**

“Consumers are increasingly viewing their bodies as interconnected ecosystems, driving focus on less-recognized areas of health, including vaginal health. Overall, feminine care needs are essential to women’s health, yet consumers’ expectations are no longer purely functional. The category is in a moment of evolution, as lines blur between beauty and ...

## April 2023

**Shaving and Hair Removal - US**

“The shaving and hair removal market remains stable in terms of usage and consumption thanks to the functionality and essential nature of the category. However, obstacles to growth exist as consumers evaluate their BPC routines through a lens of intentionality, eco-friendly behaviors and budgeting. Even so, opportunities exist to further ...