

April 2022

Beauty Influencers - US

“The beauty industry as a whole has weathered the COVID-19 storm, and beauty influencers welcomed new audiences. Previously a young (wo)man’s game, the expanding reach of influencers in the space leaves room for creators that appeal to a more diverse array of users, including men, consumers age 45+ and ...

March 2022

Social Commerce - US

“Social commerce is the next evolution of ecommerce. As with the adoption of online shopping, it will take time for consumers to become comfortable purchasing items via social media and even more time for them to do so on any kind of regular basis. Social commerce will in no way ...

February 2022

State of Retail & eCommerce - US

“The industry remains resilient in the face of ongoing challenges that include not only the lingering pandemic, but also inventory issues due to supply chain disruption, staffing shortages and the rising cost of goods and services – all issues that will lead to more consumer shopping behavioral shifts. Retailers must ...

January 2022

Online Product Discovery: Beauty and Personal Care - US

"How consumers discover and engage with new products continues to evolve. Digital channels and tools have become essential to the modern consumer journey. Moving forward, curated content and product assortments, together with features that offer ease and control will be critical in driving discovery for beauty and personal care products ...

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...