

April 2023

Diversity and Inclusivity in Beauty - US

“Beyond traditional perceptions and ideals (ie, race, gender, age), the definition of a diverse beauty brand becomes more nuanced. Expanding diversity to include people with physical/mental challenges is a fairly new concept, but one that is extremely important. Developing products to suit the needs of a small cohort of ...

March 2023

Home Hair Color - US

“The COVID-19 pandemic was a turning point for the home hair color category, with lockdowns not only forcing many consumers to embrace DIY hair coloring solutions out of necessity but also prompting interest to explore more adventurous looks at home, just for fun. This has all served to amplify a ...

February 2023

Soap, Bath and Shower Products - US

“Traditionally seen as a highly functional and hygienic category, soap, bath and shower products have become a prominent part of consumers’ self-care routines as skin health remains top of mind and consumers seek physical and mental relief within their cleansing routines. While the market continues to rebalance after an explosive ...

Consumers and the Economic Outlook - US

“Cooling inflation and a solid labor market are likely the direct contributors to consumers’ positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

January 2023

Suncare and Skin Protection - US

“After a short-term hit in 2020, sunscreen and skin protection products saw explosive growth in 2021-22 retail sales thanks to a focus on skin health and total-body wellness routines. While usage of sunscreen products remains stable from years past, daily usage of personal care products with SPF may limit market ...