

October 2022

The Gen Z Beauty Consumer - US

“Generation Z consists of an array of young consumers at different stages of life, making them a key audience across most beauty categories. However, given their young age, Gen Z adults are particularly vulnerable to all of the uncertainty brought on by pandemic-related disruptions and record-level inflation rates, leading some ...

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 ...

Black Consumers: Beauty Trends - US

“When we think of beauty in its essence we think of sights, smells and tastes that are pleasing to us. When thinking of beauty trends for Black consumers we see that their focus is to capture that intrinsic meaning. Black men and women see beauty trends as an opportunity to ...

Colour Cosmetics - UK

“Following COVID-19, women have adopted streamlined makeup routines. However, as social occasions resume and consumers return to offices, occasions for makeup-wearing become more frequent and spend is recovering. While the cost of living crisis might hinder spending, the makeup category will have a role to play in consumers’ lives as ...

August 2022

Fragrances - UK

The Prestige Beauty Consumer - UK

“A combination of post COVID-19 recovery and rising prices due to inflation will boost the prestige BPC segment in 2022. However, a challenging economic environment will see consumers seeking out discounted products, or adopting trade-down behaviours. There is opportunity for prestige brands to instil purchase confidence through proving claims and ...

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 ...

Natural and Organic Toiletries - UK

Beauty and Personal Care - International

“Post-pandemic recovery and inflation will support value growth in fragrance in 2022. A reluctance to trade down will support the prestige segment, as many look to treat themselves with affordable luxuries during times of economic uncertainty. A willingness to spend signals opportunity for innovation in personalised fragrance, which is a ...

“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 ...

Hand, Body and Footcare - UK

“The rising cost of living will come to define consumer spending on hand, body and footcare. However, in a crowded category where value is defined as more than product cost, brands can propose value with ingredients, wellbeing claims and skin expertise to dissuade trading down and drive usage. In innovation ...

Color Cosmetics - US

“After taking a steep hit in 2020 due to the COVID-19 pandemic, color cosmetic sales continue to pick back up, benefitting from the return of in-person events and less frequent usage of protective face coverings. Pent-up demand and current makeup trends are also helping to speed recovery. Looking ahead, further ...

July 2022

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 ...