

January 2022

Clean Beauty - US

“In spite of its recent backlash, consumer perception toward clean beauty is largely positive. The majority of consumers view clean products as safer than mainstream, and some even demonstrate a willingness to pay more for clean products. However, as competition in the space increases, claiming to be “clean” will not ...

December 2021

Beauty Retailing - US

“Beauty retailing is evolving and becoming more flexible to meet consumers’ needs and shopping preferences. The global health crisis has shifted consumer behavior in many forms. There is an increased interest in wellness-related beauty products, and value offerings. Digital channels now have a more critical role in the shopping journey ...

Ingredient Trends in Beauty and Personal Care - US

“As a result of today’s ongoing pandemic, people are more focused on their health and safety than ever before, contributing to the increased scrutiny of the ingredients used in beauty and personal care products. Consumers expect brands to be transparent about ingredient sourcing and the production process to ensure products ...

Fragrance Trends in Beauty - US

“The events of 2020 and 2021 have placed greater importance on mental wellness. The fragrance market is well positioned to offer consumers a mental reprieve from everyday stressors and support new lifestyle needs, whether by bringing joy through evoking certain memories or fueling productivity in work/learn from home environments.

November 2021

Men's Personal Care - US

“The men’s personal care market has experienced slow yet steady growth since 2016, which can largely be attributed to the essential nature of the category and stable market penetration. Although certain elements of men’s personal care routines slid a bit as a result of the COVID-19 pandemic, market sales are ...

October 2021

Black Haircare - US

“Black consumers continue to be disproportionately economically impacted by COVID-19. Although the pandemic has driven some trading-down behaviors, consumers have remained engaged in the space by taking a DIY approach to routines and by prioritizing hair health. While the styling segment has taken a hit due to fewer social occasions ...

September 2021

Beauty Devices - US

“Pandemic circumstance – whether through stay-at-home trends, interest in wellness, or financial concerns – has had both negative and positive implications on the beauty device category. Moving forward, the category’s strong association with wellness, self-care and fun could propel growth, even as we move into recovery. Multifunctional benefits can also ...

August 2021

Gen Z Beauty Consumer - US

“Gen Z consumers dictate beauty trends, making them a key audience for brands in the beauty space. In spite of the challenges brought on by the pandemic, Gen Z consumers remained engaged in the space by experimenting with their routines and following beauty trends and influencers across social media platforms.

Color Cosmetics - US

“After a steep hit in 2020, the category is beginning to pick back up as interactions outside the home increase and usage of protective face coverings subside. Pent-up demand and a desire for fun is helping to speed recovery.

As we reemerge from the pandemic, expect a larger focus on ...

Personal Care Consumer - US

“The personal care market has experienced stable year-over-year growth since 2016, which can largely be attributed to the essential nature of the category and stable market penetration. While certain elements of personal care routines slid a bit as a result of COVID-19, other elements, particularly those associated with wellness, became ...

July 2021

Consumers and the Economic Outlook - US

Bodycare and Deodorant - US

“The bodycare and APDO market has shown slow yet steady growth since 2016, which can partially be

Beauty and Personal Care - USA

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

attributed to the essential nature of the category and stable market penetration. Shelter-in-place orders enacted during the pandemic caused some consumers to take a relaxed approach to APDO, leading to less frequent usage ...

June 2021

Facial Skincare - US

“The stress and health concerns brought on by the pandemic had a varied impact on facial skincare routines and product usage. A greater focus on both physical skin health and mental health drove usage of skincare products like treatments, masks and even cleansers – allowing the market to stave off ...

Shaving and Hair Removal - US

“The shaving and hair removal market is highly price sensitive and was already on a sluggish trajectory before COVID-19, which can partially be attributed to consumers’ relaxed approach to shaving and hair removal routines, leading to less frequent usage of products. Shelter-in-place orders enacted during the pandemic caused consumers to ...

Oral Health - US

“The oral care industry fosters innovative product formulas, marketing strategies and tech-based solutions. The market is resonating with consumers now more than ever before, with many adults saying they are investing more time and products into their oral care routines. COVID-19 sparked a newfound comfort in at-home rituals, which further ...

May 2021

Salon & Spa Services Retailing - US

“The pandemic caused an immediate disruption to salons and spas and caused a change in consumers’ needs and routines within the category. This change in needs and behavior will continue moving forward as some consumers have grown more comfortable doing things on their own or receiving fewer treatments. To maintain ...

Shampoo, Conditioner and Hairstyling Products - US

“The stress, anxiety and health concerns spurred by the pandemic had a varied impact on haircare routines and product usage. A desire to support both mental and hair health saw consumers approach their routines with a self-care lens, boosting usage of conditioning products and increasing washing frequency. At the same ...

Beauty Influencers - US

“COVID-19 has accelerated the divide of the social media landscape. With consumers spending more time at home and online, engagement across social media platforms has increased and the role of beauty influencers has never been stronger. However, the

highly sensitized events over the past year has seen more influencer and ...

April 2021

Disposable Baby Products - US

“The disposable baby products market has struggled in recent years as birthrates continue to decline. Economic uncertainty caused by the COVID-19 outbreak will accelerate this trend, as people tend to wait until they have more financial security before starting or expanding their families. However, adults having children later in life ...

March 2021

Nail Color and Care - US

“The nail color and care market is ripe for innovation. While the pandemic has lifted sales, category frustrations and shifting product usage preferences among younger adults challenge continued strong growth. To sustain market momentum, brands must develop products that meet the next generation’s needs and expectations. Easy to use formats ...

Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

Soap, Bath and Shower Products - US

“COVID-19 has put hygiene and wellness at the forefront of consumers’ minds, fueling the demand for soap, bath and shower products, particularly hand sanitizer and soap. The hand sanitizer segment will see continued growth and innovation as the product becomes a hygiene essential. A renewed focus on self-care will also ...

Drug Stores - US

“It’s a challenging time for drug stores. However, with a global pandemic shaping consumer perceptions and behaviors, including influencing more proactivity when it comes to managing their holistic wellbeing, drug stores have never been in a more prime position to shine. The future of the drug store channel involves offering ...

Diversity and Inclusivity in Beauty - US

“Diversity in beauty is not a marketing tactic – it’s an essential practice and must be a key area of focus among every beauty brand on the market today. It requires a strong commitment from brands to listen and



Beauty and Personal Care - USA

collaborate with members of underserved groups to ensure successful and meaningful ...

January 2021

Home Hair Color - US

“In the absence of salons, more consumers turned to at-home solutions, leading to increased usage of home hair color products. While salon closures during lockdown certainly benefited the at-home hair color market in the short-term, some consumers plan to stick with at-home hair color products to curb spending or minimize ...