

## January 2022

### Self Diagnostics - US

“Following nearly two years of heightened attention on personal health, industry players must capitalize on consumers’ top-of-mind and forward-looking health ambitions going into 2022. In order to sustain the category’s pandemic-fueled growth, continued emphasis on self-diagnostic tools that can help monitor traditional illness and become an integral part of virtual ...

## December 2021

### Laundry Detergents, Fabric Conditioners and Fabric Care - UK

“The laundry and fabric care market will maintain momentum as life returns to normalcy. But some habits established throughout the pandemic will remain in place – such as the drive towards online purchases. The climate will play an influential role in product innovations, while a spotlight on holistic wellbeing will ...

### Dishwashing Products - US

“Economic uncertainty and inflation are now top of mind concerns. In order to sustain the category’s pandemic-fueled growth, marketers and retailers need to work together to keep shoppers focused on product benefits rather than discounts and price comparisons. Brands can be successful by highlighting performance underscored by safety, accelerating health ...

### Food Storage and Trash Bags - US

“During the pandemic, increased at-home cooking and living has driven demand for storage containers, wraps and trash bags. The category benefits from near universal penetration as consumers seek practical, functional, high-value products to support cooking, food preparation, trash disposal and home organization. Opportunity and innovation lie, however, in engaging younger ...

## November 2021

### Approach to Health Management - US

### Sleep Health - US

“While many consumers recognize sleep’s contribution to overall health, they often fail to fully understand the direct relationship between quality of sleep and other areas of holistic health, such as mental wellbeing. OTC sleep aid brands must extend their products and messaging beyond basic “fall asleep” and “stay asleep” claims ...

### Contraceptives and Sexual Health - US

“Consumers were sheltered at home for a good portion of 2020, and 2021 was expected to be the year of reemergence. While new variants spread throughout the globe, a number of adults were still cautious about social engagements, and thus, new sexual activity. The market is expected to increase slightly ...

### The Vitamins, Minerals and Supplements Shopper - US

## Household and Personal Care - International

“Personal health is more important than ever before for consumers, but how they approach managing their health is evolving as consumers encounter new health concerns and goals. Adults are taking their learnings from the previous year and applying them to how they care for their health now, with a strong ...

“The VMS market has been on an upward trajectory for many years, and this was only amplified during the beginning of the pandemic. In 2021 the number of adults who shopped for vitamins, minerals or supplement exclusively in-store decreased, while online shopping for these products increased – and many consumers ...

### 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

### Vitamins and Supplements - UK

“Having grown strongly in 2020, sales of VMS have declined in 2021 due to consumers’ lessening health anxiety. Opportunity for growth lies in brands pushing a ‘prevention rather than cure’ approach in order to drive value sales in the long term. Organic products warrant further exploration, aligning well with consumers’ ...

### Marketing to Moms - US

“American moms experienced mixed feelings in the past year as they balanced feelings of thankfulness with others such as exhaustion, being overwhelmed and anxiety, as their workload was aggravated during the pandemic. Despite some uncertainty due to the new COVID-19 variant, moms understand it is time for their children to ...

### Digestive Health - US

“Personal health is top-of-mind for US adults amid the continued threat of COVID-19 and new virus variants, and an emphasis on the holistic nature of overall wellbeing has many consumers considering their digestive health more seriously. With gastrointestinal issues on the rise, brands and consumers alike are looking to sources ...

### Household Surface Cleaners - US

“We clean surfaces more often than anything else in our homes. Household surfaces are a primary destination for dirt and germs that can make us sick. For this reason, they are the focal point of consumers’ pandemic-era cleaning routine. This frequent cleaning made surface cleaners, and especially disinfectants, among the ...

## September 2021

### The Natural Health Consumer - US

“Natural health OTC products are uniquely positioned to reach consumers worried about the safety of traditional ingredients who also want to actively treat or prevent certain symptoms or illnesses. The barrier, however, is that many consumers do not know which products or

ingredients are right for them, making traditional products ...

### August 2021

#### Home Laundry Products - US

“Home laundry products enjoy nearly universal penetration, with almost all consumers using at least some products in this diverse category. While this provides a strong foundation, ingredient concerns can impact product usage and drive some to abandon certain products and segments altogether. Category players will need to continue to innovate ...

#### Shopping for Household Care Products - US

“Pandemic-driven shopping behaviors caused havoc for retailers, brands and society at large. This led to shortages of household essentials that lasted for months. As household products gained importance amid the need to protect against the virus, the need to compensate for these shortages forced consumers to cast a wider net ...

### July 2021

#### OTC Pain Management - US

“The pain management market suffered from 2020-21 due to shifts in typical routines during the pandemic that reduced the need for OTC pain remedies. While the pervasiveness of pain will help maintain category stability, brands will need to meet changing consumer needs by offering preventative products or multifunctional formulas to ...

#### Bodycare and Deodorant - US

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

#### The Green Household Care Consumer - UK

“Although the coronavirus pandemic put eco-friendly claims temporarily on the backseat, the COVID-19 crisis has also strengthened focus on health and commitment towards the environment. This presents a new range of growth opportunities for eco-friendly household care brands. However, savvy shopping behaviours and increased consumers’ understanding of environmental discussions mean ...

#### Managing Skin Conditions and Allergies - UK

“The pandemic has had a direct effect on the experience of both allergies and skin conditions. Whilst both segments are needs-driven, lockdowns and the wearing of masks has reduced exposure to pollen – reducing need for OTC hay fever remedies – but face coverings are causing skin irritation and breakouts ...

#### Natural Household Consumer - US

“As the COVID-19 pandemic significantly impacted people’s lives and livelihoods, many took stock of what’s truly important in life. For some, the environment stood out as a cause worthy of renewed focus, and that will usher in a new era of green consumerism. But the effect of the pandemic was ...

#### Pet Supplies - US

“Despite pet supplies largely being nonessential, the category continues to turn in strong growth throughout the combined pandemic and subsequent recession. Some pet owners express willingness to trade down to save money, something that may be easier thanks to the proliferation of premium brands and private label across price points ...

## June 2021

### Marketing to Millennials - US

“Having just survived their second economic recession in 15 years, Millennials are prioritizing a stable career and financial independence before making any other major life decisions. However, a shift in priorities can be seen for Millennials in their mid-30s. These older Millennials are prioritizing marriage and especially parenthood. Meanwhile, younger ...

### 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

### Dishwashing Products - UK

“While COVID-19 led to unprecedented sales of dishwashing products, the market will stabilise once the anxiety around the virus diminishes. However, more frequent home working and enhanced home cooking habits will keep the market more buoyant than before the pandemic. Brands should use sustainability, like biodegradability, and format-led innovations, such ...

### 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 ...

## April 2021

### Managing Common Illness - US

“OTC cold, cough, flu and allergy remedies are facing a time of forced adaptation. The illness management

### 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 ...

### Marketing to Generation Z - US

“Refusing to fall in line with previous generations, Gen Z consumers are adamant about forging their own path. They want to be seen as change makers with unique and creative solutions, who aren’t afraid to take on the world’s biggest issues. However, behind the scenes, increased use of technology and ...

### Women's Haircare - UK

“Women’s haircare/styling routines were relaxing even before the pandemic, however, stay-at-home measures have significantly impacted usage behaviours, with a shift in routines set to remain. Styling has seen the greatest setback, however, across all segments brands that have maintained marketing activity and innovated in areas of interest to the ...

### Cleaning the House - US

“In the age of COVID-19, consumers are cleaning more frequently and more thoroughly. That, in a nutshell,

## Household and Personal Care - International

market suffered significantly from 2020-21 due to increased illness prevention behaviors adopted by consumers. Simple habits, such as use of hand sanitizer, taking immune system support products and increased hand washing are likely ...

describes both the current state of cleaning the house and the potential that lies ahead. Consumers are now more engaged in the category, and engaged consumers are more receptive to innovation and willing ...

### 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

### Men's Haircare and Skincare - UK

“COVID-19’s impact on men’s haircare and skincare was polarised, improving the outlook for skincare, whilst creating a more challenging environment for haircare. Reduced usage of haircare in the short term, with the styling segment seeing particularly subdued demand, will see preferences shift, meaning brands that respond with relevant NPD and ...

### Toilet and Hard Surface Care - UK

“The COVID-19 outbreak generated a surge in home cleaning occasions, which translated into a notable rise in overall value sales of the toilet and hard surface care products market. Although the market is expected to experience a gradual decline as people return to spending more time away from home, homecare ...

### Smoking Cessation and E-cigarettes - UK

“The pandemic has increased smoking and vaping frequencies, despite smokers being more concerned about their respiratory health and the impact that COVID-19 could have on them. In addition, with access to health professionals being hindered by the pandemic, many may have postponed plans to quit. The smoking cessation category also ...

### Intimate Hygiene and Sanitary Protection Products - UK

“Value growth in the category came to a halt in 2020. Whilst the incontinence segment has fuelled growth in recent years, this growth was dampened in 2020, impacted by reduced product usage amongst rare incontinence sufferers. Usage frequency of intimate hygiene declined too, as it became a lower priority with ...

### Household Paper Products - UK

“While COVID-19 led to proliferated sales of household paper products, sales will stabilise once the anxiety around the virus diminishes. However, more frequent home working and new cleaning habits will keep the market buoyant and brands can use functionality-based innovation, such as kitchen roll specifically designed for use alongside cooking ...

### Incontinence - US

“Incontinence is in part an age-related disorder and so an older population means a bigger market. But younger consumers report both increased instances and severity of incontinence. This, along with a consumer shift from menstrual products to proper incontinence products for light bladder leakage, is growing the category. As this ...

## February 2021

## Household and Personal Care - International

### 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 ...

### Children and Health - US

“The children’s health market has strong reach, with nearly three quarters of parents giving their kids OTC pediatric remedies and VMS products, respectively. To that end, market sales have reached more than \$2.5 billion in 2020 and forecasted for steady growth over the next five years. COVID-19 impacted segment ...

## January 2021

### Health Management Trends - US

“Personal health management is evolving as consumers encounter new health concerns, personal safety needs and heightened emotional stressors. Adults are focusing on managing health and wellness goals, with learnings from the previous year. Illness prevention, prioritizing quality time, stress management and recovery are key themes that will support consumers’ desire ...

### 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 ...

### Soap, Bath & Shower Products - UK

“The soap, bath and shower product category has seen record growth in 2020 of an estimated 32.8% to reach £840 million as heightened hygiene concerns drive washing behaviours. The increased rate of hand washing in particular has triggered concerns towards hand health, presenting opportunities for brands in moisturising and ...

### Aircare - US

“The pandemic has led to an explosion of new home behaviors, including how consumers view, use and shop for aircare. While it remains to be seen which new behaviors will stick and become a ritual and which will fade as we emerge from this health crisis and recession, brands have ...