

## July 2022

### Oral Health - US

“The pandemic provided the impetus for Americans to establish new healthy at-home rituals in personal care, which fuelled a positive change in oral care routines and products used. Advancing the idea of good oral care as a component of self-care will continue to resonate with a large constituency of consumers ...

### Disposable Baby Products - US

“After seven consecutive years of declining birthrates, 45,000 more babies were born in the US in 2021 vs 2020. Parents who delayed having a baby in the early days of the pandemic finally moved ahead with their plans. In response, category sales grew by 6.2% in 2021 based ...

## June 2022

### Facial Skincare - US

“The facial skincare market has seen steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration. Thanks to an increased focus on hygiene and an intensified need for self-care, the overall category did not suffer major losses in 2020 as ...

### Marketing to Gen Z - US

“Whether they are teenagers or young adults, Gen Z are in a transitory phase in their lives, as even the adult members of this generation are not yet fully financially independent of their parents. While also having to deal with the struggles traditionally associated with coming of age, Gen Z ...

### Oral Care - UK

“The oral care market has risen in value for the first time since 2016 and consumers are taking a renewed interest in their oral health, seeing it as part of their general wellbeing. Although the cost of living crisis will encourage savvy shopping behaviours among some consumers, the infrequency of ...

## May 2022

### Giftgiving in BPC - UK

“The cost of living crisis will see a sharper focus on savvy shopping habits. A desire to stockpile will create demand for perennial presents that are not adorned with seasonal imagery. Anxiety triggered by a forecast recession may also help to de-seasonalise the market, particularly if brands can encourage self-gifting ...

### Feminine Hygiene and Sanitary Protection Products - US

“Positive category growth trends have been influenced by a more dynamic competitive landscape and increased usage of feminine hygiene products. Motivations have moved beyond strictly functional as consumers look for feminine care solutions that support their overall health and values. Looking forward, expanding usage occasions beyond menstruation and supporting women’s ...

### Managing Common Illness - US

“The COVID-19 pandemic changed the way that consumers approach managing common illness. While consumers still rely on traditional OTC cough, cold, and

flu remedies to treat symptoms of common illness, they have also begun to look for immune-boosting ingredients in an effort to prevent future illness. As consumers return to ...

## April 2022

### **Men's Haircare and Skincare - UK**

“Both men’s skincare and haircare witnessed a slight value decline in 2021, driven by savvy shopping behaviours caused by concerns around rising inflation. More effective positioning of products will help to drive usage, for example, better alignment between prevalent skin concerns and specialist formats will shift males away from usage ...

### **Babies' and Children's Personal Care, Nappies and Wipes - UK**

“The effects of strict hygiene practises have put a focus on skin health, resulting in value growth for baby moisturisers, and a demand for specialised and personalised products. As the rising cost of living stretches families’ budgets, brands will benefit from value positioning. However, value positioning can go beyond price ...

### **Shampoo, Conditioner and Hairstyling Products - US**

“The shampoo, conditioner and hairstyling products 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. Although the disruptions brought on by the pandemic didn’t lead to a massive decline across the total market, COVID-19 ...