

July 2022

Gender Identity and Expression - US

“Traditional gender roles continue to influence social expectations and norms. Younger generations and LGBTQ+ people are more likely to recognize and feel limited by these outdated but enduring stereotypes. As gender expansive identities and expressions grow in prominence, consumers will increasingly look to brands to eliminate traditional gender roles and ...

June 2022

Regional and International Flavors and Ingredients - US

“Global cuisines remain a conduit of both creativity and comfort despite the volatility of the past two years. Slight shifts are emerging pointing to signs that while mainstream cuisines remain popular consumers are exploring beyond the classics. While interest in exploration signifies innovation opportunities, brands will need to offer balanced ...

Women's Wellness - US

“The COVID-19 pandemic intensified the spotlight on health and wellness, with women’s wellness being no exception. An aging population provides opportunity for brands to cater to the needs of older shoppers, looking beyond pregnancy to include the menopausal journey and other age-related issues.”

- **Jennifer White Boehm, Director - US BPCH ...**

May 2022

Teen & Tween Gaming - US

“Teens and Tweens love gaming, and they’re likely to carry their hobby into adulthood. Young gamers look to gaming as a social opportunity, brands that facilitate that type of play can attract gamers at a young age, potentially finding passionate fans for life.”

- **Brian Benway, Gaming and Entertainment ...**

April 2022

Tech & Wellness - US

“Technology touches nearly every aspect of modern consumers’ lives. Other markers of modern life include the increasingly faster pace of innovation, information flow, and pressure to get ahead – or to just keep up. Along with this pressure, the past two years of the pandemic created additional stress and Americans’ ...

Teen Lifestyles - US

“Teenagers are currently in a formative period of their lives. During these years of adolescence, teens not only face academic and social pressures but are also working to carve out their own identities and figure out their place in the world. For many, the uncertainty and social restrictions of the ...