

September 2023

Marketing to Gen X - US

“Marketing to Gen X requires adeptly navigating a budget-conscious consumer that values quality. Gen X likes nice things, but they want to feel responsible about spending on them. They are a generation that gravitates toward following the rules. Brands can celebrate this investment in responsibility and help Gen X push ...

Beauty Influencers - US

“US consumers are focusing on value, but they are still looking to influencers for ways to most efficiently spend their money. Consumers are taking beauty influencers’ recommendations, but they’ve become accustomed to free content. As brands continue to work with beauty influencers – and influencers continue demanding to be paid ...

August 2023

Fragrances - UK

“The fragrance category continued to see growth in 2023, boosted by inflation and product innovation. The desirability of the category attracts consumers from all genders and generations. However, it will have to adapt to a growing polarisation of consumer tastes as they navigate between low-budget dupes and high-end perfumes. Fragrance ...

Digestive Health - US

“Symptomatic treatments for occasional issues will remain core to the market. Though digestive health is widely understood to be a vital piece of overall wellbeing, category players must work toward elevating the importance of proactive gastrointestinal maintenance which will aid in supporting other areas of holistic health. Blurring the lines ...

Hand, Body and Footcare - UK

“Despite the income-squeeze impacting consumer spending power, the hand, body and footcare category is expected to grow in 2023. Consumers value their body skin as much as they do their facial skin and are interested in products to help tackle signs of ageing, blemishes or atopic skin. More innovation in ...

Bodycare and Deodorant - US

“Although the bodycare and deodorant product market has broad penetration, there’s room to grow. The fact that this category is considered essential to one’s personal care routine provides a reliable platform for industry players. The opportunity for innovative makers and marketers is to leverage consumers’ prioritization of appearance and health ...

July 2023

Marketing to Millennials - US

“Millennials are in a state of flux and uncertainty as they enter new life stages and contend with financial uncertainty following high inflation. Brands must tailor their marketing messages to reflect Millennials’ current challenges and future aspirations for stability and financial independence. While Millennials are highly focused on value, their ...

Color Cosmetics - US

“Overall color cosmetics usage has declined, challenged by time constraints, waning interest and the mainstay of hybrid lifestyles. That being said, the market is predicted to proceed with resilience as brands deliver against interest in facial skincare claims, convenience and multi-functionality. In a cost-conscious environment, value is the name of ...

June 2023

Disposable Baby Products - US

Oral Health - US

Beauty and Personal Care - International

“The DBP market’s performance reflects the conflict between parents’ interest in premium, high quality, sustainable DBPs vs the challenging economic realities many parents face. As such, the financially secure are increasingly trading up to premium-tier DBPs while financially insecure parents are searching for the best deals and often opting for ...

“The pandemic both upended and revitalized the oral care market, creating disruptive opportunities for premium and eco-friendly solutions. As consumers view their oral care routines as self-care, as well as essential hygiene, leading brands can continue to tap into wellness trends. There will be blossoming opportunities to link oral care ...

Beauty Devices - US

“Makers and marketers of beauty devices can attract users by promoting affordability, educating consumers on the benefits of usage and positioning products as part of self-care wellness. To help the category continue to grow, it’s important that players don’t forget to promote the enjoyment and fun of using new beauty ...

Facial Skincare - US

“Consumer engagement across foundational daily-use formats such as moisturizers, cleansers and lip balm continues to rise, leading to overall sales growth for the total category. However, the democratization of claims, ingredients and formats once reserved for the premium segment have infiltrated the mass market, thanks to consumer demand for convenience ...

Marketing to Gen Z - US

“Gen Zs continue to age into greater responsibility and spending power. Brands can help this group ease their discontent and sense of not being as far along as they should be in life. While the pandemic and economic uncertainty have been obstacles to Gen Z progress, they haven’t stifled optimism ...

May 2023

Women's Haircare - UK

“While driven in part by inflation and COVID-19 recovery, the haircare category is growing as consumers see products in the category as an affordable pick-me-up amid the cost of living crisis. An increased attention on hair health means strengthening and growth are prioritised, but lack of enthusiasm for ingredients that ...

Shampoo, Conditioner and Hairstyling Products - US

“The hallmark of the mature shampoo, conditioner and hairstyling product market is slow, steady growth. Its essentialness to one’s personal care routine provides a reliable platform for industry players; however, consumers’ prioritization of appearance and health is advancing expectations and innovation within the category. Prestige brands are driving the skinification ...

Feminine Hygiene and Sanitary Protection Products - US

“Consumers are increasingly viewing their bodies as interconnected ecosystems, driving focus on less-recognized areas of health, including vaginal health. Overall, feminine care needs are essential to women’s health, yet consumers’ expectations are no longer purely functional. The category is in a moment of evolution, as lines blur between beauty and ...

April 2023

Shaving and Hair Removal - US

“The shaving and hair removal market remains stable in terms of usage and consumption thanks to the functionality and essential nature of the category. However, obstacles to growth exist as consumers evaluate their BPC routines through a lens of intentionality, eco-friendly behaviors and budgeting. Even so, opportunities exist to further ...

Diversity and Inclusivity in Beauty - US

“Beyond traditional perceptions and ideals (ie, race, gender, age), the definition of a diverse beauty brand becomes more nuanced. Expanding diversity to include people with physical/mental challenges is a fairly new concept, but one that is extremely important. Developing products to suit the needs of a small cohort of ...

Beauty & Personal Care Retailing - Italy

“The major chains of specialist beauty and personal care retailers, which are still primarily store-based businesses, have an opportunity to help their customers deal with the cost of living crisis by using discounts to build goodwill and increase loyalty which will bear fruit in the future. Faced at the same ...

March 2023

Home Hair Color - US

“The COVID-19 pandemic was a turning point for the home hair color category, with lockdowns not only forcing many consumers to embrace DIY hair coloring solutions out of necessity but also prompting interest to explore more adventurous looks at home, just for fun. This has all served to amplify a ...

February 2023

Soap, Bath and Shower Products - US

Managing Common Illness - US

“Consumers have faced increased exposure to common illness over the past year, as influenza, COVID-19 and RSV converged, creating a tridemic. Nearly one quarter of consumers experienced more frequent common illness than last year despite taking preventative measures, such as using immune-boosting supplements. Because many symptoms of common illness overlap ...

Beauty & Personal Care Retailing - Spain

“The cost-of-living crisis and high inflation are changing how Spanish consumers shop for beauty and personal care products. With household budgets stretched, many shoppers are looking at ways to cut back spending on the category, reducing purchasing, switching to lower-priced options and shopping at low-cost retailers. Retailers will have to ...

Beauty & Personal Care Retailing - France

“The beauty retail sector in France was heavily penalized by the health crisis, but looks to be regaining momentum. The end of obligatory face coverings, the return to face-to-face working and growth in tourist numbers have all had a positive effect on demand for beauty products. But a new threat ...

Beauty and Personal Care Retailing - UK

Beauty and Personal Care - International

“Traditionally seen as a highly functional and hygienic category, soap, bath and shower products have become a prominent part of consumers’ self-care routines as skin health remains top of mind and consumers seek physical and mental relief within their cleansing routines. While the market continues to rebalance after an explosive ...

“Amid an ongoing income squeeze, the BPC market has proven more resilient than other sectors as consumers have turned to beauty as an affordable means to lift their mood. As retailers embrace different strategies to remain attractive to value-centric consumers, they need to ensure that they still continue to innovate ...

Brand Overview: BPC - UK

“As the spotlight on value becomes ever brighter amid the current cost-of-living crisis, beauty and personal care brands will have to prove to consumers that their products have a deserved place in shopping baskets. Brands benefiting from high levels of loyalty are best placed to do this, while brands can ...

January 2023

Hair Colourants - UK

“The income squeeze is limiting consumers’ ability to make use of professional colour services, benefitting the at-home hair colourants category. Brands can respond with products that blur the line between at-home and professional treatments to appeal to those trading down from salon services. Meanwhile, the category risks budget-conscious consumers dropping ...

Suncare and Skin Protection - US

“After a short-term hit in 2020, sunscreen and skin protection products saw explosive growth in 2021-22 retail sales thanks to a focus on skin health and total-body wellness routines. While usage of sunscreen products remains stable from years past, daily usage of personal care products with SPF may limit market ...

Shaving and Hair Removal - UK

“Value sales of shaving and hair removal products increased in 2022, with growth forecast to continue, driven by inflation. The category continues to battle relaxed attitudes toward hair removal, which have led to reduced usage frequencies. The cost of living crisis is further challenging the category as it is encouraging ...

Upcoming Reports

Beauty Lifestages - US - 2023

Beauty Retailing: Instore and Online - US - 2023

Ingredient Trends in Personal Care - US - 2023

Suncare - UK - 2023

Clean and Conscious Beauty - US - 2023

Professional Services - US - 2023

Approach to Health Management - US - 2023

Marketing to Baby Boomers - US - 2023



Beauty and Personal Care - International

Marketing to Moms - US - 2023

**Personal Care Consumer - US -
2023**

**Online BPC Product Discovery -
US - 2023**

**Vitamins, Minerals, and
Supplements - US - 2023**