

### 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’ ...

#### 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 ...

#### 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 ...

#### 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



## Household and Personal Care - International

### 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 ...

### 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 ...

### 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 ...