

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 ...