

### February 2020

#### Beauty Influencers - US

"Beauty influencers and the power of social media continue to shape the beauty industry. While influencer collaborations with brands continue to resonate with consumers, issues surrounding trust and credibility could signal future challenges. To alleviate these concerns, brands and influencers must adopt a more realistic and relatable approach to the ...

#### Soap, Bath and Shower Products - US

"Due to the functional nature of the category, the soap, bath, and shower products market continues to experience slow, yet steady growth. Growth is being tempered by struggling bar soap sales but gains in liquid and bath products are driving the category forward."

- **Olivia Guinaugh, Home & Personal Care Analyst**

### January 2020

#### Nail Color and Care - US

"To prevent the nail color and care market from further declines, brands in this space must alleviate concerns over chemicals and nail damage. The growing shift in preferences from nail polish to alternatives demonstrates opportunities for growth. Brands that emphasize nail health and natural formulas can potentially remedy losses and ...

#### Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- **Jennifer White Boehm, Associate Director - Financial Services & Auto**

### Upcoming Reports

**Clean Beauty - US - December 2020**

**Skin Protection - US - November 2020**

**Ingredient Trends in Beauty - US - October 2020**

**Perceptions of Beauty across Generations - US - September 2020**

**Men's Personal Care - US - August 2020**

**Consumers and the Economic Outlook - US - July 2020**

**Fragrance Trends in Beauty - US - November 2020**

**Beauty Retailing - US - October 2020**

**Feminine Hygiene and Sanitary Protection Products - US - September 2020**

**Gen Z Beauty Consumer - US - August 2020**

**Color Cosmetics - US - July 2020**

**Personal Care Consumer - US - July 2020**



## Beauty and Personal Care - USA

**Bodycare and Deodorant - US -  
June 2020**

**Oral Health - US - May 2020**

**Shaving and Hair Removal - US -  
April 2020**

**Drug Stores - US - March 2020**

**Facial Skincare and Anti-aging -  
US - May 2020**

**Shampoo, Conditioner and  
Hairstyling Products - US - April  
2020**

**Disposable Baby Products - US -  
March 2020**