

July 2022

Oral Health - US

“The pandemic provided the impetus for Americans to establish new healthy at-home rituals in personal care, which fuelled a positive change in oral care routines and products used. Advancing the idea of good oral care as a component of self-care will continue to resonate with a large constituency of consumers ...

Disposable Baby Products - US

“After seven consecutive years of declining birthrates, 45,000 more babies were born in the US in 2021 vs 2020. Parents who delayed having a baby in the early days of the pandemic finally moved ahead with their plans. In response, category sales grew by 6.2% in 2021 based ...

June 2022

Marketing to Gen Z - US

“Whether they are teenagers or young adults, Gen Z are in a transitory phase in their lives, as even the adult members of this generation are not yet fully financially independent of their parents. While also having to deal with the struggles traditionally associated with coming of age, Gen Z ...

May 2022

Feminine Hygiene and Sanitary Protection Products - US

“Positive category growth trends have been influenced by a more dynamic competitive landscape and increased usage of feminine hygiene products. Motivations have moved beyond strictly functional as consumers look for feminine care solutions that support their overall health and values. Looking forward, expanding usage occasions beyond menstruation and supporting women’s ...

Managing Common Illness - US

“The COVID-19 pandemic changed the way that consumers approach managing common illness. While consumers still rely on traditional OTC cough, cold, and flu remedies to treat symptoms of common illness, they have also begun to look for immune-boosting ingredients in an effort to prevent future illness. As consumers return to ...

April 2022

Shampoo, Conditioner and Hairstyling Products - US

“The shampoo, conditioner and hairstyling products market has shown slow yet steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration. Although the disruptions brought on by the pandemic didn’t lead to a massive decline across the total market, COVID-19 ...