

February 2023

Black Haircare - US

“Haircare products straddle multiple identities, with some products viewed as purchase essentials, and others as nice-to-haves. Amid this inflationary period during which shoppers are spending conservatively, brands will want to stake the claim that their full repertoire is seen as essential must-haves that serve as foundational to personal hygiene and ...

January 2023

Clean and Conscious Beauty - US

“Beauty companies and brands simply can’t be all things to all people when it comes to defining ‘clean.’ There is a notable shift toward people aligning how and what they consume with their values. The ‘clean’ beauty movement plays into this shift and the subjectivity of its definition allows ...

December 2022

Beauty Retailing - US

“Lifestyles, budgets and beauty routines are evolving. An increased focus on the various forms of value is leading consumers to make more informed purchasing decisions and look at aspects beyond price. Moving forward, product efficiency, enhanced shopping experiences and ethical practices will be key differentiators for brands and retailers and ...

November 2022

Ingredient Trends in Beauty and Personal Care - US

“With a majority of BPC users researching ingredients, safety, health and most importantly, efficacy remain at the forefront of consumers’ minds. Additionally, consumer awareness of active and natural ingredients bodes well for the category, and brands must go the extra mile to validate the effectiveness of its formulations. As the ...

The Holistic Beauty Consumer - US

“COVID-19 has driven the concept of holistic health to new levels with a focus on total wellbeing. As a result, more consumers are striving to incorporate better lifestyle habits (eg maintaining healthy diet and/or sleep schedule) to support their overall health, wellness and even beauty goals. Some consumers are ...

October 2022

Beauty and Personal Care - USA

Men's Personal Care - US

“After the men’s category experienced a decline in 2020 due to the COVID-19 pandemic, retail sales are expected to see significant growth in 2022, an almost 20% increase since 2020. While some of this can be attributed to a rebalance in the market and the functional nature of the category ...

The Gen Z Beauty Consumer - US

“Generation Z consists of an array of young consumers at different stages of life, making them a key audience across most beauty categories. However, given their young age, Gen Z adults are particularly vulnerable to all of the uncertainty brought on by pandemic-related disruptions and record-level inflation rates, leading some ...

September 2022

The Personal Care Consumer - US

“The total personal care market is expected to see low single-digit sales growth in 2022, driven by consistent product usage and the functional nature of the category. Adjusted for inflation, however, the category struggled to maintain sales dollars, highlighting value-driven behavior. As consumers prioritize products and spending in a cost-sensitive ...

August 2022

Color Cosmetics - US

“After taking a steep hit in 2020 due to the COVID-19 pandemic, color cosmetic sales continue to pick back up, benefitting from the return of in-person events and less frequent usage of protective face coverings. Pent-up demand and current makeup trends are also helping to speed recovery. Looking ahead, further ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

July 2022

Bodycare and Deodorant - US

“The bodycare and APDO 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. While sales are expected to increase almost 7% in 2022, inflation adjustments show relatively flat growth with slow sales increases to ...

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

Facial Skincare - US

“The facial skincare market has seen steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration. Thanks to an increased focus on hygiene and an intensified need for self-care, the overall category did not suffer major losses in 2020 as ...

BPC Accessories - US

“As consumers emerge from the pandemic, they are eager to experiment and have fun with their beauty routine, which is good news for the category, particularly makeup accessories. Still, the highly discretionary nature of the category combined with long purchase cycles and concerns about hygiene and environmental impact remain barriers ...

May 2022

Shaving and Hair Removal Products - US

“With the exception of 2021, the market has experienced sluggish sales since 2017, which can partially be attributed to the highly saturated landscape and value-driven mindset of category shoppers. Although the US is somewhat entering the recovery phase of the COVID-19, most consumers are still taking a relaxed approach to ...

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

Beauty Influencers - US

“The beauty industry as a whole has weathered the COVID-19 storm, and beauty influencers welcomed new audiences. Previously a young (wo)man’s game, the expanding reach of influencers in the space leaves room

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 ...

for creators that appeal to a more diverse array of users, including men, consumers age 45+ and ...

Nail Color and Care - US

"After the pandemic lockdowns of 2020 eased, and consumers began returning to salons in 2021, the nail color and care market still thrived. There are a number of opportunities for nail brands – from cross-category collaboration, to increased environmental sustainability efforts. Technology will also increasingly play a role in nail ...

March 2022

Skin Conditions - US

"The lifestyle shifts and health concerns brought on by the pandemic had a varied impact on skin condition routines and product usage. While certain segments were challenged by limited time spent outside of the home, greater focus on physical skin health and mental health, as well as heightened personal hygiene ...

February 2022

Drug Stores - US

"Drug stores sit in a mostly comfortable position currently as the channel has seen increased sales from COVID-19 vaccinations, boosters and prescription fulfillment. While the channel holds a small lead in terms of where people shop for healthcare needs, retailers face heavy competition from the likes of mass merchandisers and ...

Soap, Bath and Shower Products - US

"After experiencing skyrocketing growth in 2020 due to stockpiling behaviors, SBS sales are expected to decline in 2021, which is a reflection of the market rebalancing itself. However, market sales are not expected to return to pre-pandemic levels, thanks to a renewed focus on hygiene and wellness. Consumers' intention to ...

Diversity and Inclusivity in Beauty - US

"While the beauty industry has made strides in recent years to be more inclusive, there is still work to be done. Consumers continue to feel that there are unrealistic standards of beauty, and some groups feel entirely ignored by brands. As a result, consumers are increasing expecting brands to change ...

Suncare and Skin Protection - US

"After taking a short-term hit in 2020 due to social distancing measures and travel restrictions, sunscreen and skin protection sales are heating back up, thanks to the widespread distribution of vaccines and consumers' elevated focus on skin health. However, encouraging consumers to use sunscreen during colder months and indoors is ...

January 2022



Beauty and Personal Care - USA

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...