



Hi there,

Consumer needs and preferences are changing rapidly, and we expect this year (and decade!) to continue featuring disruptors as major players. This week we're bringing you [insights into the Personal Care market and the top concerns of African American women](#). We're also sharing a [deep dive into sugar alternatives](#) and how these innovative sweeteners could impact traditional sugar as they grow in popularity with consumers.

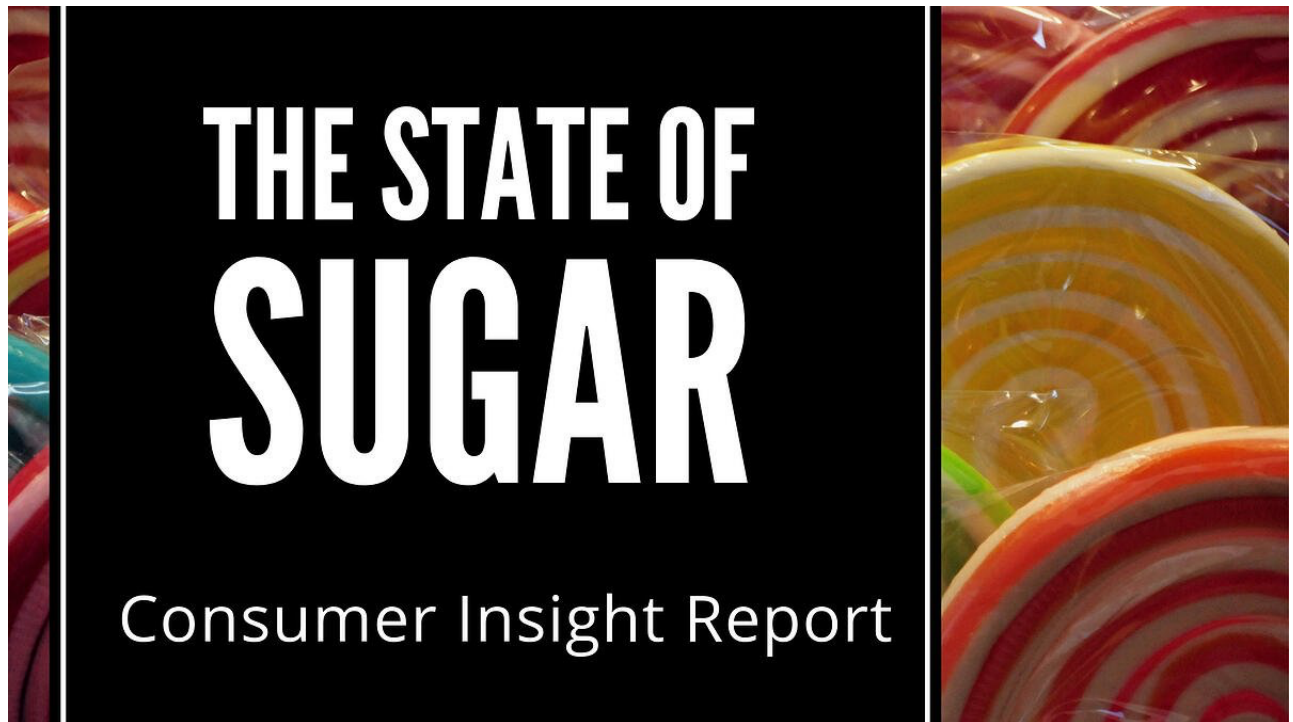


Demographic Spotlight: African American Women & Personal Care Routines

What do Black women really care about when it comes to personal care? This

frequently underserved demographic has specific needs and concerns that mass market brands may not be speaking to. Check out our latest blog post to find out what matters most to this demographic and learn how your brand can engage with this massive consumer base.

[Get the full story →](#)



The State of Sugar

Erythritol, stevia, xylitol... Health-conscious consumers are increasingly turning to alternative sweeteners as substitutes for traditional sugar. For this consumer insights report we analyzed the data from 5.5 million social media conversations to bring you insights into which sweet alternatives have the strongest potential for innovation.

[Download your free copy →](#)



Winter Events

We hope to see you at these upcoming events!

Winter Fancy Food Show

January 19-21, 2020 - SF

CiderCon

January 28-31, 2020 - Oakland

CEW: State of Beauty Industry

February 7, 2020 - NYC

ShopTalk

March 22-25, 2020 - Las Vegas

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Have questions?

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