Inside the Micro-Realities Shaping Tomorrow's Consumer

Andrew Buss, Rachel Bonsignore, Anna Mayo, Kaleigh Theriault, Sherry Frey

C360

Built for the Future

Agenda

Thought Leadership at NIQ

Why Micro-Realities?

Micro-Realities in Beauty

Micro-Realities in Bev Al

Micro-Realities in Wellness

Presenters

Andrew Buss
Customer Success Lead, North America

Rachel Bonsignore
VP, Consumer Life

Anna Mayo
VP, Beauty Thought Leadership

Kaleigh Theriault
Director, BevAI Thought Leadership

Sherry Frey
Health & Wellness Industry Thought Leader

NA Thought Leaders combine deep industry expertise with cross-domain capabilities to deliver market-leading insights

Industry Experts

Chris Costagli

Food/NonAl Bev/Dairy

Kaleigh Theriault

BevAl/Food Service/ Tobacco/ Packaging

Andrea Binder

Pet/ Retail

Darren Seifer

Home, Family, & Baby

Anna Mayo

Beauty/ Personal Care

Domain Experts

Sherry Frey

Wellness

Steve Zurek

Economic Performance/ Catman/ Analytics

Jack O'Leary

Omnichannel/ eComm

Rachel Bonsignore

Consumer Life

The team enriches market understanding by engaging with ***NIQ Global Thought Leadership*** *teams*

Global + Above Market

C360 Built for the Future = Attending C360

Our Thought Leaders speak at many events and are frequently quoted in the media

Events

- FMI
- NFRA
- IDDBA
- NACS
- Digital Shelf Summit
- Natural Products Expo West
- DIVELIVE — Food Delivery and the Bottom Line
- Citi's 2025 Global Consumer & Retail Conference — Sunday, March 9 – Tuesday, March 11, 2025 — JW Marriott Miami Turnberry Resort & Spa, Aventura, FL — Investor Registration
- SB Sustainable Brands
- The Sweets & Snacks Expo
- NACDS
- CHPA — Taking healthcare personally.
- Grocery shop
- NRF National Retail Federation
- Natural Products Expo West
- Sustainable Packaging Coalition
- Central Coast Insights
- Food As Medicine
- Cosmoprof North America — Las Vegas | Miami
- Global Pet Expo
- Pet Industry Leadership Summit
- SuperZoo
- CEW Cosmetic Executive Women
- Beer, Wine & Spirits Summit
- nga National Grocers Association
- NBWA America's Beer & Beverage Distributors
- ecrm
- SXSW
- newtopia now
- Distilled Spirits Council of the United States
- Wine Industry Financial Symposium
- MakeUp in NewYork — Skincare & Makeup Inspiration

Media

- CNN
- Bloomberg
- CBS News
- Progressive Grocer
- The Wall Street Journal
- Forbes
- CNBC
- CBS News Sunday Morning
- NBC
- abc News
- USA Today
- The New York Times
- sn Supermarket News
- Vogue Business
- Fox Business
- WWD
- Food & Wine
- Retail Brew
- FoodNavigator
- Glossy
- dsn Drug Store News
- Newsweek
- Adweek
- Beauty Packaging
- Business Insider
- BoF The Business of Fashion
- MarketWatch
- Fast Company
- Pet Food Processing
- npr
- MSNBC
- PetFood Industry
- retail TouchPoints
- Retail Dive
- AARP The Magazine

NIQ

NIQ delivers the *Full View*™ *of consumer shopping behavior.*

The world's most complete and clear understanding of consumers that reveals new pathways to growth.

What is happening

What consumers do and buy.

Why it is happening

What consumers think and feel.

What to do about it

How to capitalize on opportunities and where to act.

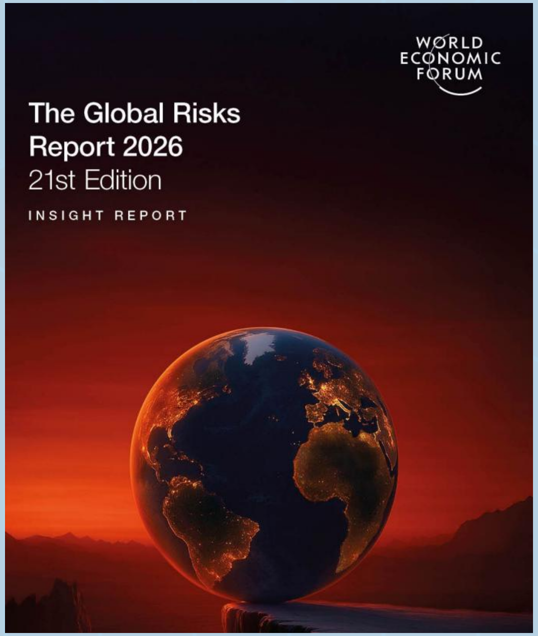
We *provide continuous insights on core themes* **relevant to tomorrow's marketplace**

NIQ

Why Micro-Realities?

Predictable global instability

Collapse of shared rules ushers in an era of persistent instability and disruptions



AI at a pivotal moment – both the promises and risks get real

Alphabet, Microsoft, Meta, and Amazon are expected to spend nearly **$700 billion** combined this year to fuel their AI build-outs.

Employee concerns about **job loss due to AI** skyrocketed from 28% in 2024 to 40% in 2026

Changing media landscape reshapes information access & reliance

Early 2026: Google search referrals to news websites plunged by 38% YOY

2025: Streaming TV overtakes the combined share of broadcast and cable TV for the first time

Widening employment gaps across demos, especially generations

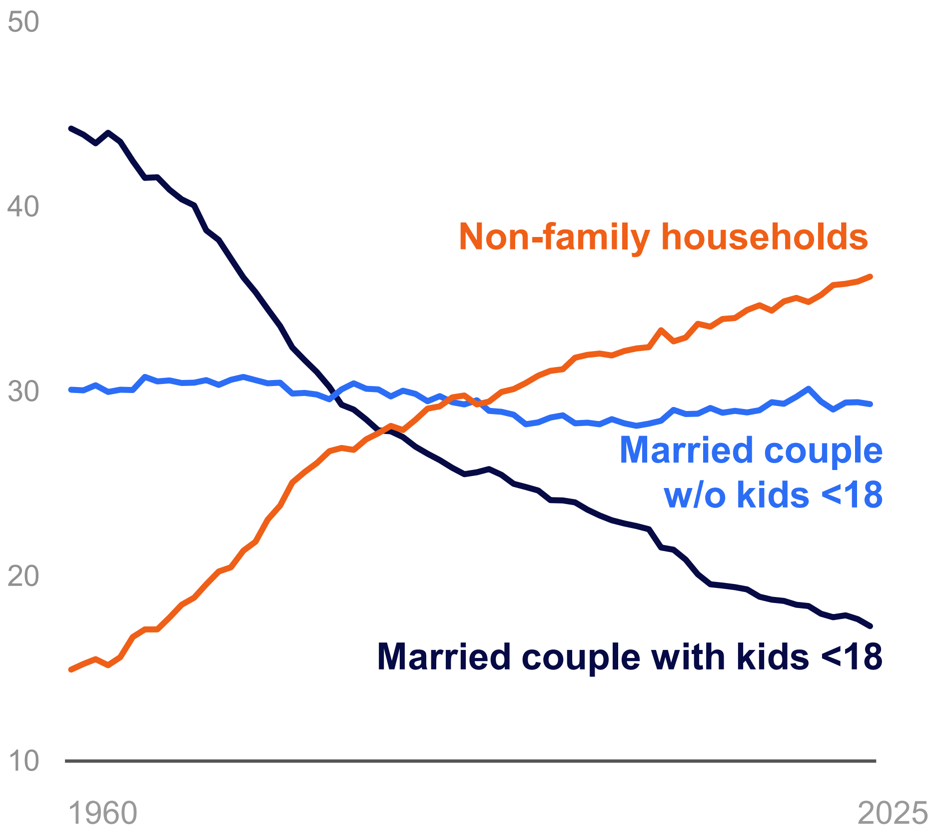
2025 was the worst year for hiring since 2020 as long-term unemployment climbed to a post-pandemic high and income growth slowed

Hiring inflow for workers age 25 or younger **declined by over 45%** since 2019

We continue to creep away from monolithic structures

A “dominant” household type no longer exists

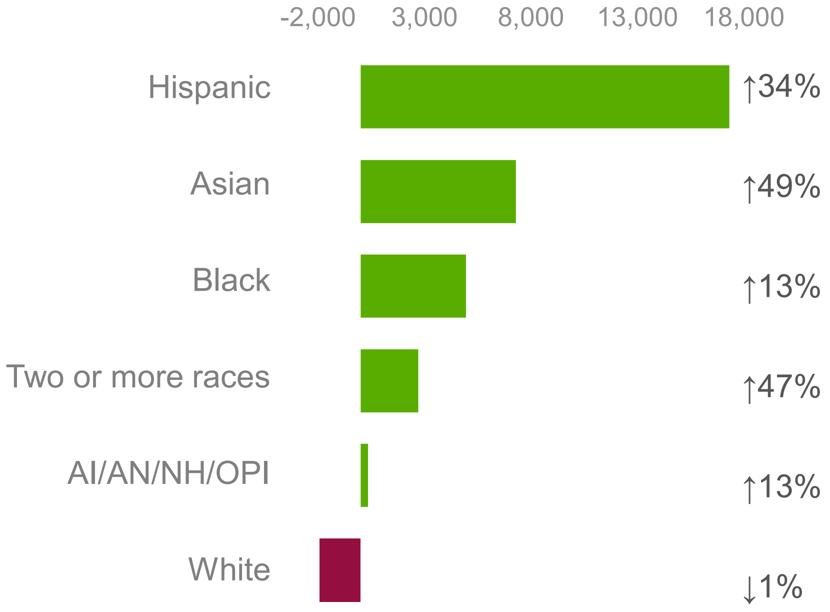
Share of non-family households rises at expense of nuclear families



Moving to a “majority-minority” country

Non-whites accounted for all net population growth since 2010

US population growth by race/ethnicity 2010-2024, % change since 2010



Complex signals abound, *adding more challenges for marketers*

If you could describe the **vibe of 2026 in three words***, what would they be and why?*

Transitional, volatile, corrective

Chaotic, tiring, hopeless

Hopeful, energetic, positive

Unknown, scary, uncertain

Uncertainty, craziness, narcissism

New, exciting, unknown

Hopeful, exciting, unsure

Change, transformation, resilience

We've dealt with polarization before

But it will continue to intensify

2010: Rising polarization

75% agree:
"The rich get richer and the **poor get poorer**"

Growing numbers feel **the American Dream is "not really alive"** (39%, +26 pts from 2000)
Biggest increase among: age 65+ (+39 pts), HHI <$30K (+36), 50-64 (+33), Whites in C/D markets (+33), Midwest (+32)

Diverging expectations | A more conservative group is emerging

Traditionalists
14% of US, +4 pts from 2011
19% rural dwellers, +10
19% 65+, +6

On the rise in ranks among Traditionalists but not Total Americans:
- Modesty (+11 ranks to #23, vs. unchanged at #29 among all)
- Cultural Purity (+9 to #22, vs. unchanged at #48)
- Tradition (+6 to #5, vs. -2 to #37)

On the decline among Traditionalists but not Total Americans:
- Open-mindedness (-9 ranks to #34, vs +11 to #11)
- Preserving the Environment (-7 to #32, vs +4 to #27)
- Social Tolerance (-5 to #33, vs. +1 to #20)

Roper Reports Worldwide 2011 and 2016 (mixed mode, age 15+, filtered by US), C1 (top-2 box on 7-point scale)
GfK 2017 | GfK Consumer Life (Roper Reports US) 2017 US Annual Presentation

Concerns about varied types of divisions are ubiquitous
Americans, especially liberals, are among the most worried about divisions globally

% worried about…

The assassination attempt on Trump exposes America's deep political divide
- MSN, Jul. 2024

92% political divisions	92% economic divisions	86% cultural divisions	80% religious divisions
+12 pts from global	-1 pt from global	+7 pts from global	+8 pts from global
55% very worried *67% of Boomers* *62% liberals* *62% HHI $100K+*	*59% very worried* *66% of liberals* *64% of Millennials*	*42% very worried* *49% of African Americans* *48% of Asian Americans* *47% liberals*	*31% very worried*

Very worried / Somewhat / Not at all

NIQ Consumer Life Global 2024 A39 (US filter), https://www.msn.com/en-ie/news/world/the-assassination-attempt-on-trump-exposes-america-s-deep-political-divide/ar-BB1q0dKZ

NIQ

 28

2010

Clear economic divides in the Great Recession's wake

2017

Uneven recovery drives political division

We enter the post-mass marketing era

2024

Polarization concerns mainstream, led by the US

> **"Societal polarization is the third most-severe risk over the next two years."** – *World Economic Forum Global Risks Report 2026*

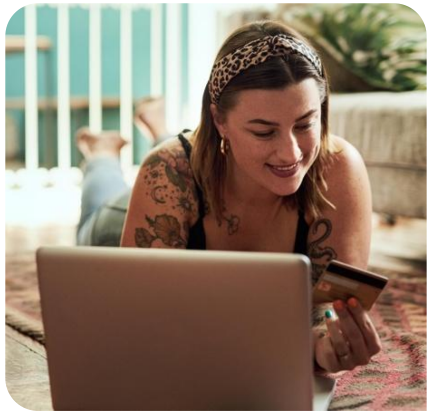
Micro-realities: the macro view

Ever-growing fragmentation on…

Spending

Health

Gender

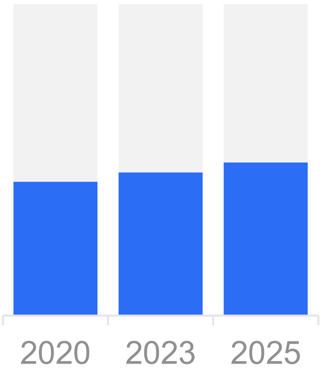


Social Views

Tech & Media

And much more

Seismic marketplace shift: Spending driven by affluent consumers in a K-shaped economy



Q2 2025

The top **10% of earners accounted for 49.2% of spending** — a record high

April 2026: **US inflation rose** at an annual rate of 3.8% from a year ago, while workers' paychecks grew 3.6%

First time since 2023 that consumer prices have outpaced wage growth

Procter & Gamble and Colgate-Palmolive reports that consumers are **buying more high-end household staples**, while sales of bargain brands cool.

Life Time's **revenue jumped as higher-income members paid higher dues**

Planet Fitness' weaker 2026 outlook **showed slowing demand** among lower- and middle-income members.

Delta and American Airlines **expand premium offerings** as affluent flyers increasingly drive revenue.

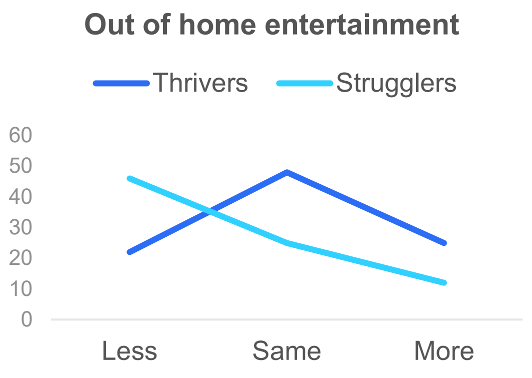
Looking ahead, those thriving will continue to drive growth

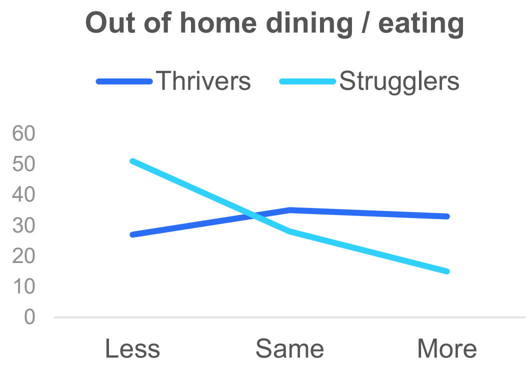
While struggling consumers will be spending less in comparison

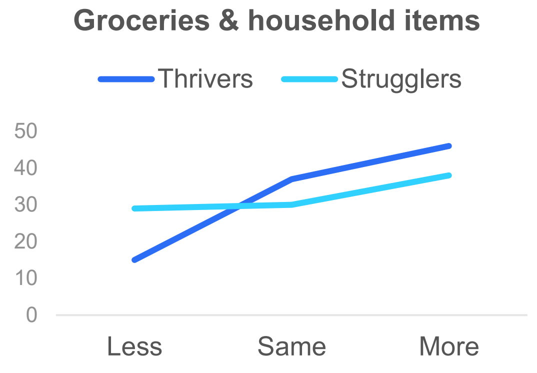
Discretionary

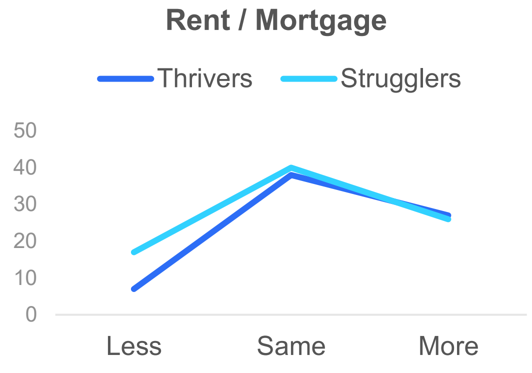
Spending plans in each of the following categories in 2026

Essentials

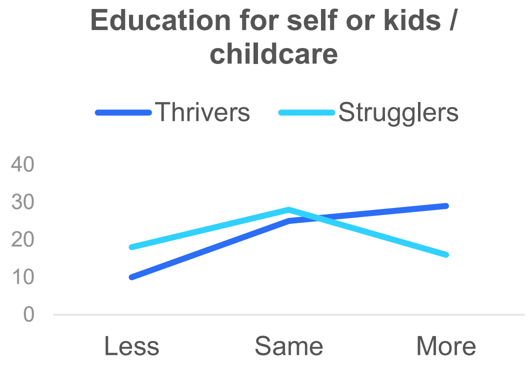


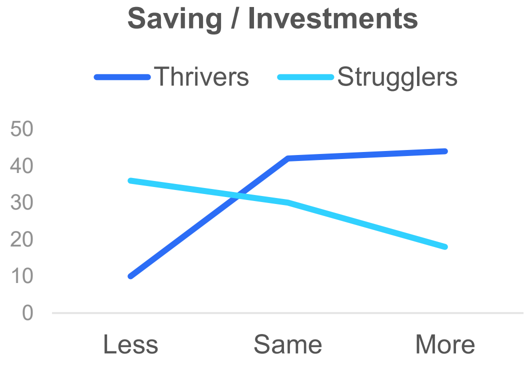


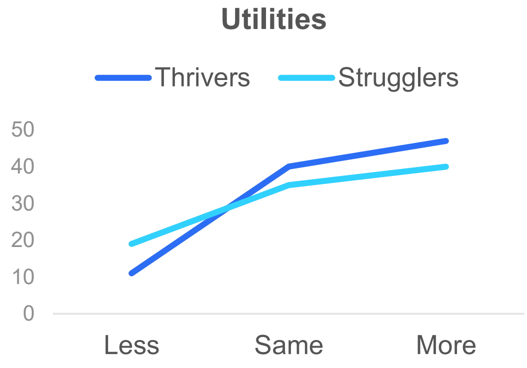




Long Term







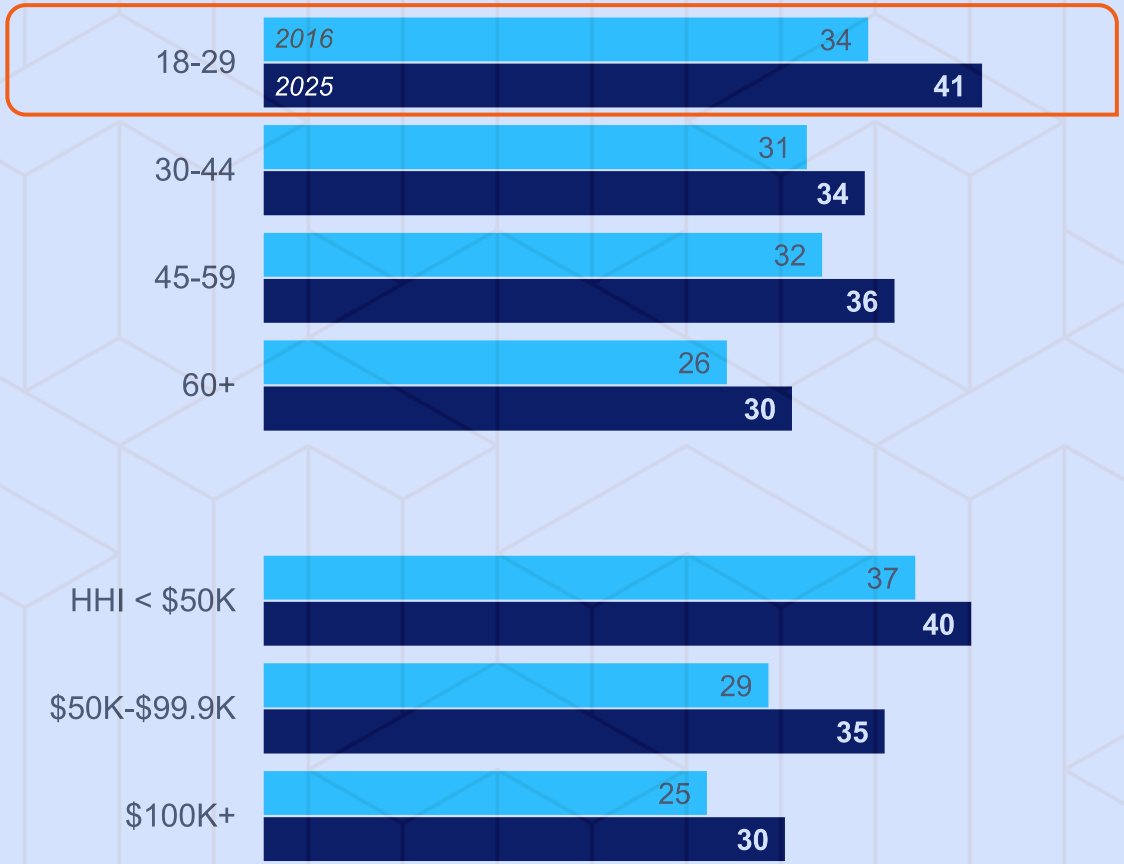
Thrivers: *Those who saved money and feel more financially secure*

Strugglers: *Those who have suffered financial insecurity and continue to do so today*

Source: NIQ 2025 Consumer Outlook (US filter)

Youth affected most by an unbalanced economy

“The US economy is generally unfair at providing opportunities to get ahead”



With widening gaps in expectation by generation

% of Americans who consider the following the right vs. privilege of a citizen

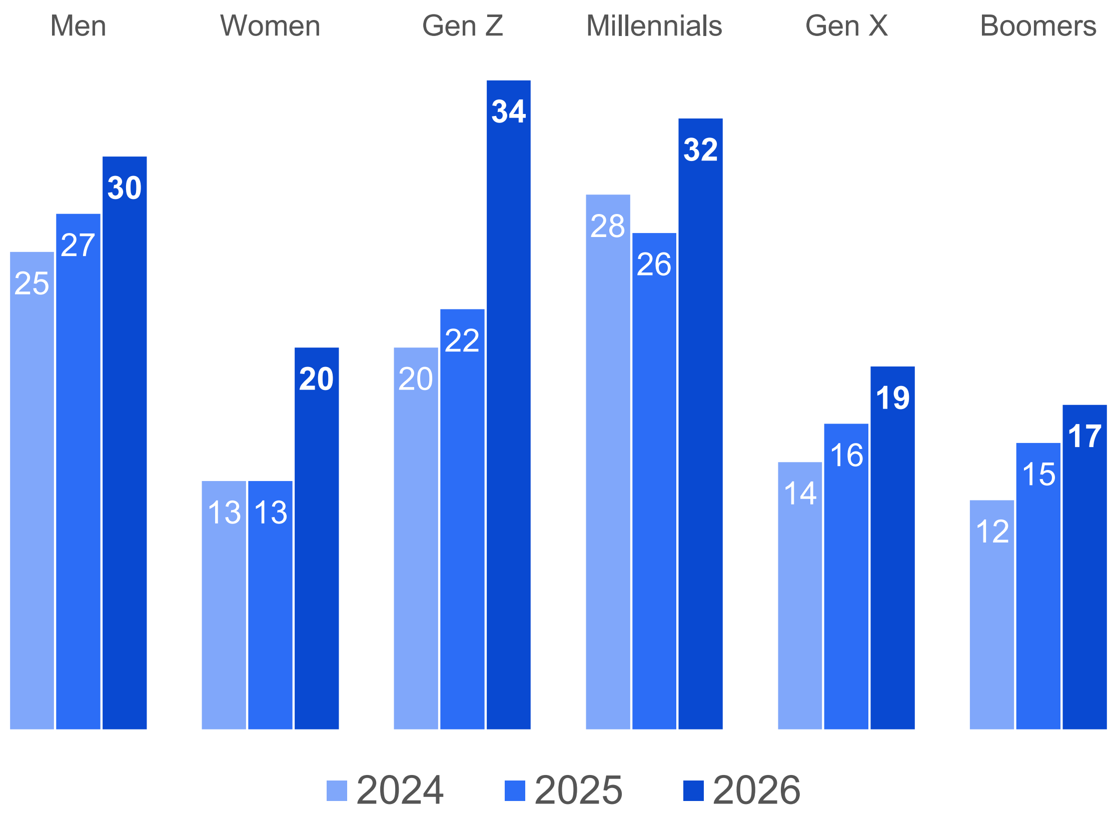
NIQ

NIQ Consumer Life US 2025 A48, A16; NIQ Consumer Life Global 2025 ATL (US filter)

Disparities in economic mood and price sensitivity

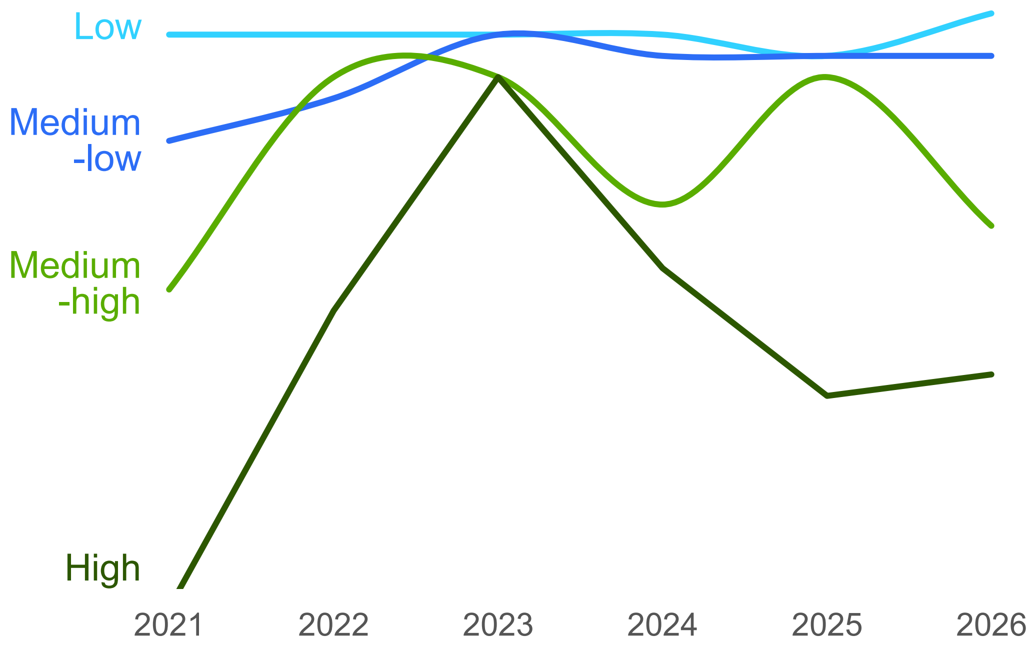
Despite more convergence in the recent past

I believe that now is a **good time to buy,** *not a good time to wait*



Price is the most important factor *in my purchasing decisions**

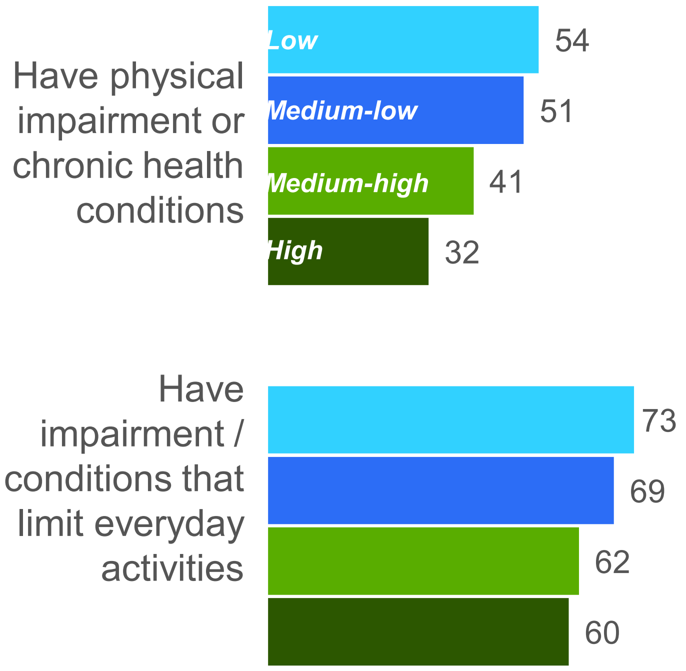
#8 attitude, +5 ranks since 2019, unchanged from 2024 – but income splits tell another story



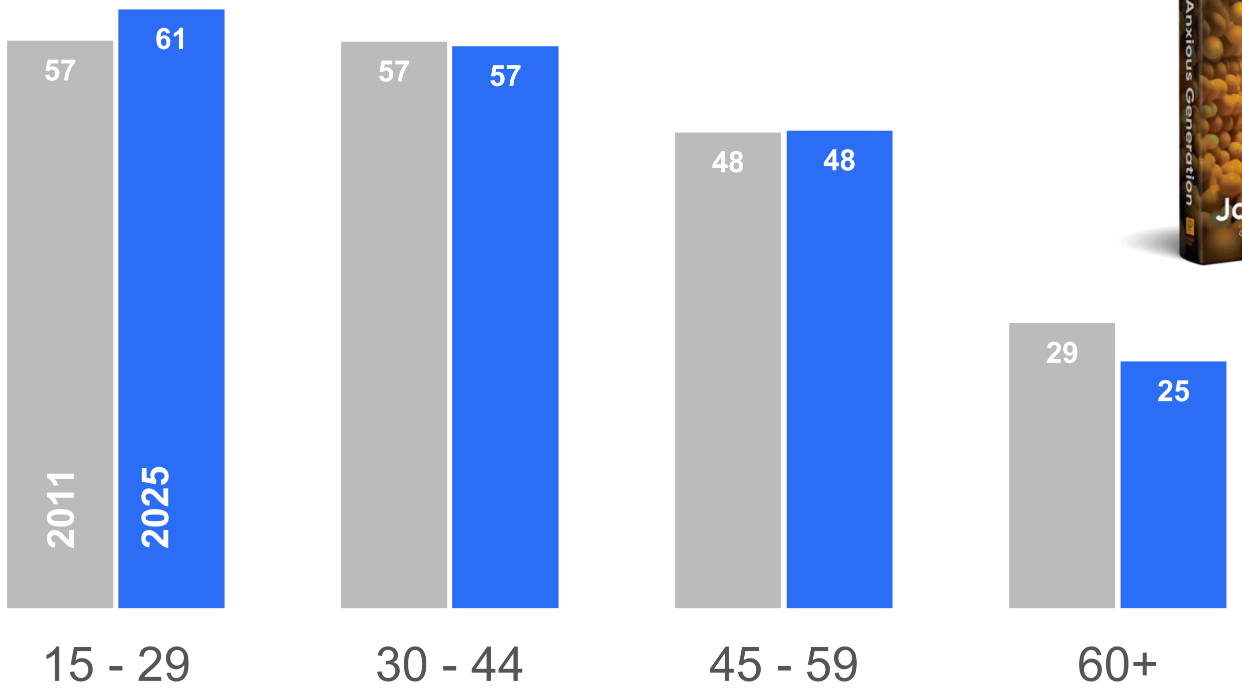
Numerous health divides persist

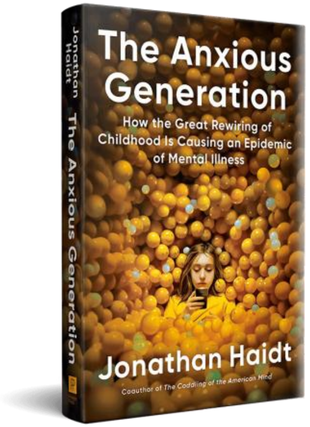
From chronic conditions to mental health

% of Americans (by income) who…



*% of Americans experiencing **stress or tension** fairly or quite often*





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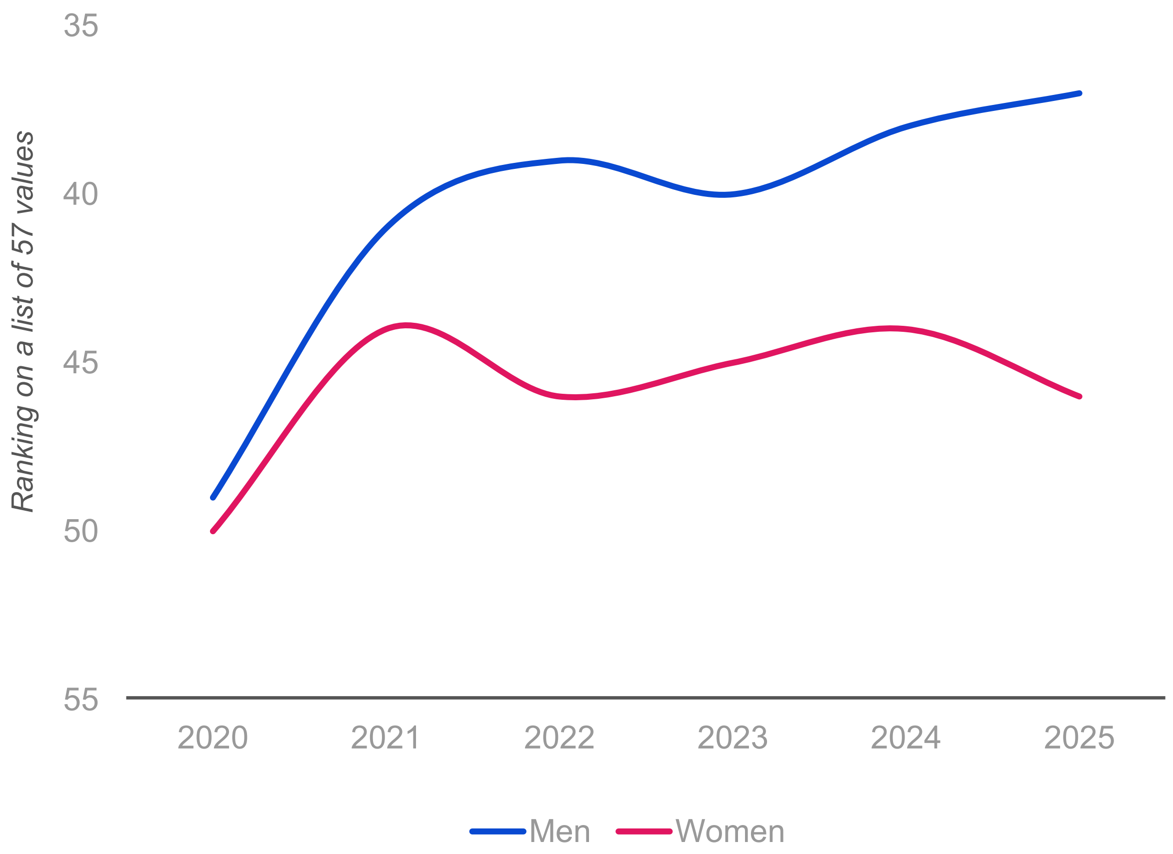
Gender is more polarizing than ever

Particularly within Gen Z

Traditional Gender Roles:
Following traditional roles for men and women



NIQ Consumer Life Global 2020-2025 C1 (US filter), https://www.nytimes.com/2025/02/01/style/trump-zuckerberg-masculinity.html

Values rising for Gen Z men
but not for Gen Z women

Ambition
Status

Values rising for Gen Z women
but not for Gen Z men

Curiosity
Helpfulness

NBC NEWS

Poll: Gen Z's gender gap extends beyond politics to views on marriage, children, and success.

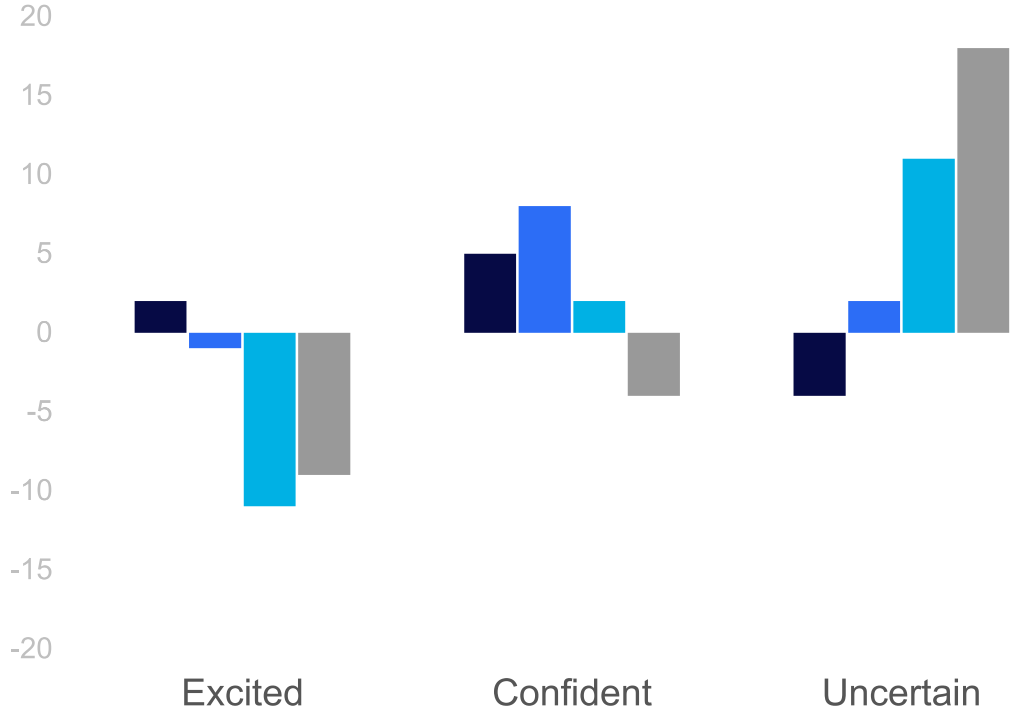
USA TODAY

Gen Z men, women have a deep political divide. It's made dating a nightmare.

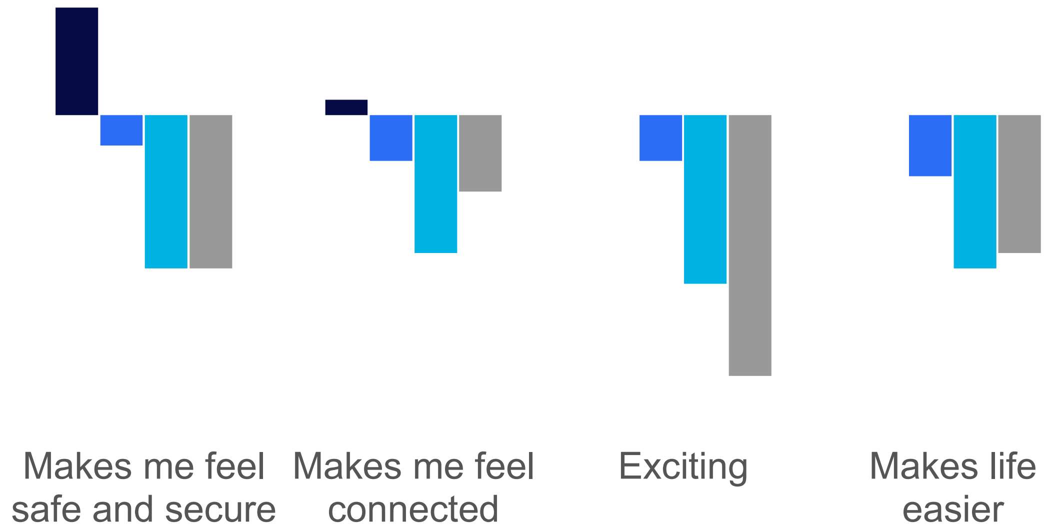
Gen Z owns a uniquely positive approach to tech

Earning their “digital native” titles

% change in how tech makes consumers feel about the future, 2020-2026



% change in descriptors of tech, 2019-2025

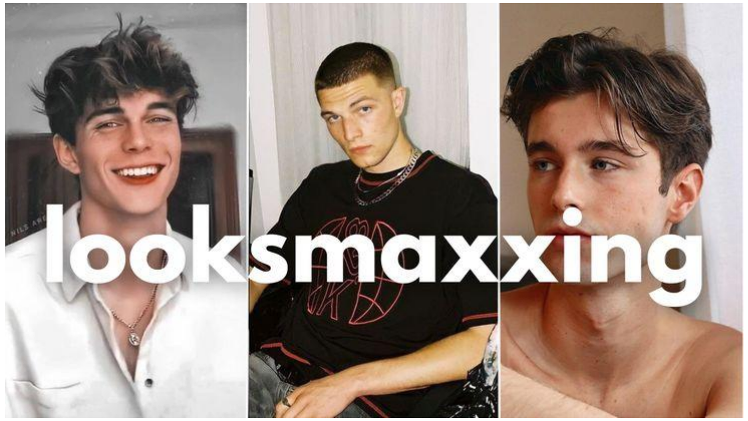


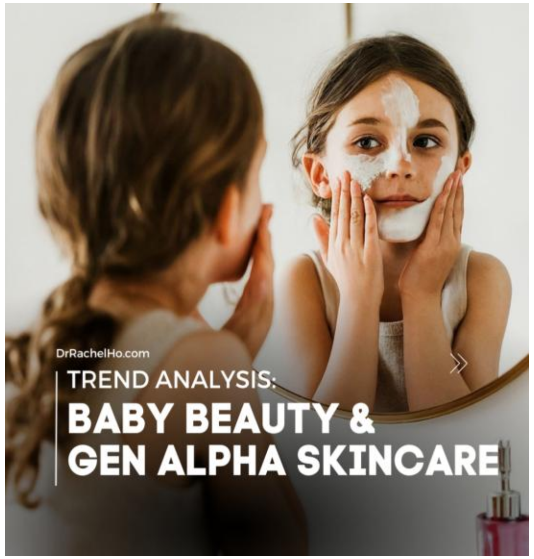
NIQ Consumer Life Global 2026 (US Filter) TD14; NIQ Consumer Life US 2025 O1b

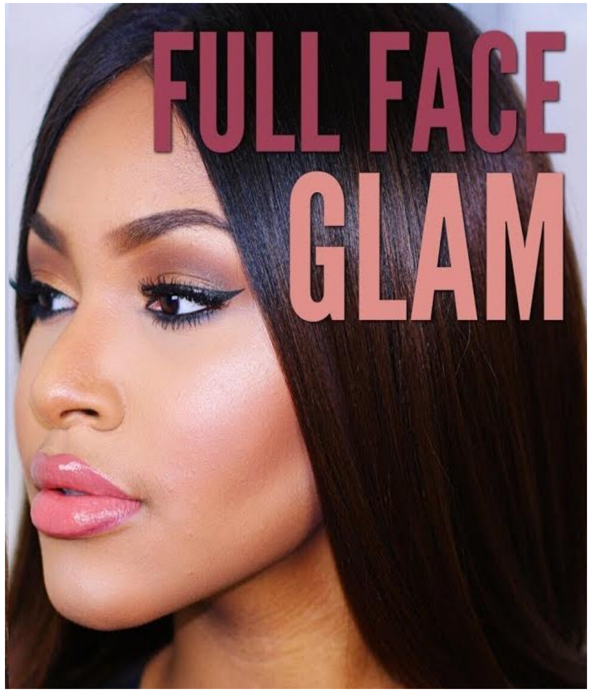
Micro-Realities Across Categories

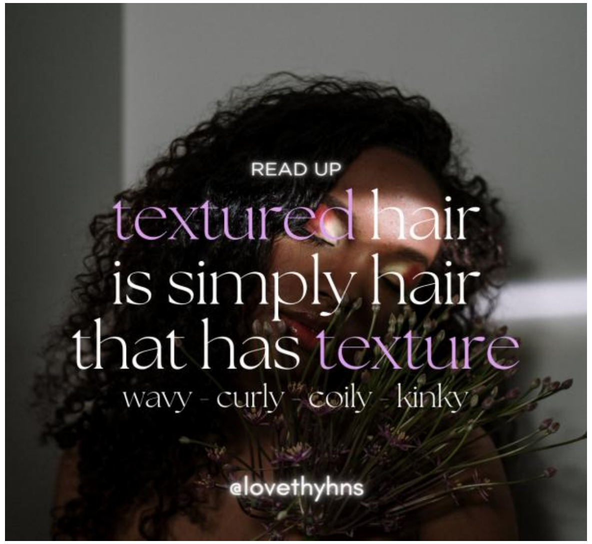
Beauty

1 Industry, 100s of Niches



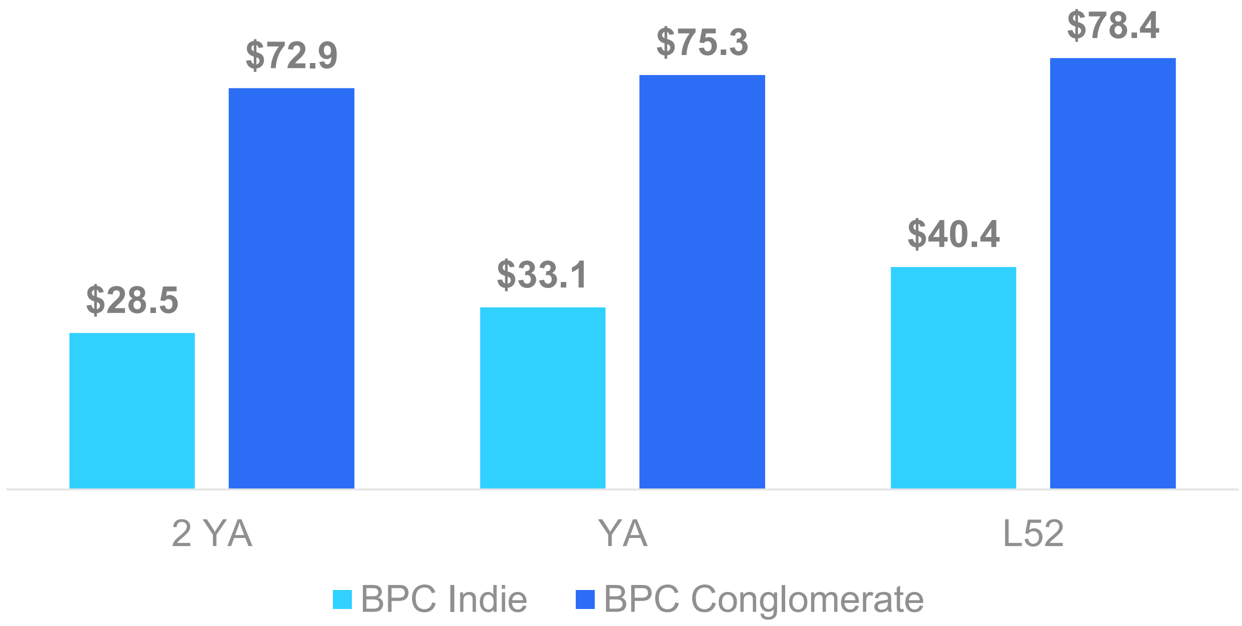






Indie brands continue to outpace Conglomerates

Indie brand dollar sales performance ($B)

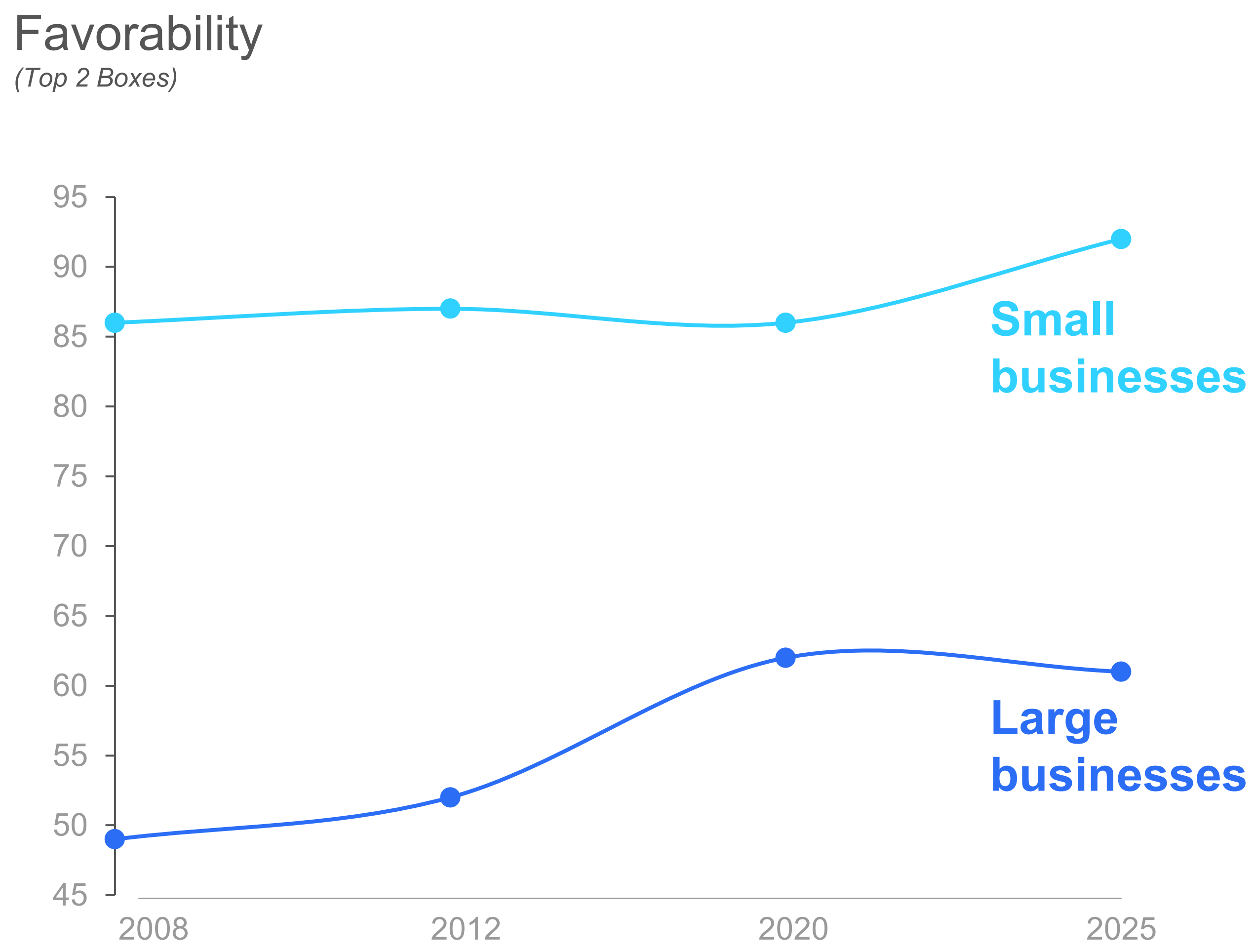


$ % chg vs YA	2 YA	YA	L52 weeks
Total Beauty & Personal Care	8.8%	6.9%	9.6%
Indies	**14.1%**	**16.2%**	**22.3%**
Conglomerates	6.8%	3.3%	4.1%

Source: NielsenIQ Omnishopper Total US Panel; L52 WE 3/21/2026

NIQ

The environment for large businesses is becoming more challenging



Unfavorability for large businesses rebounded

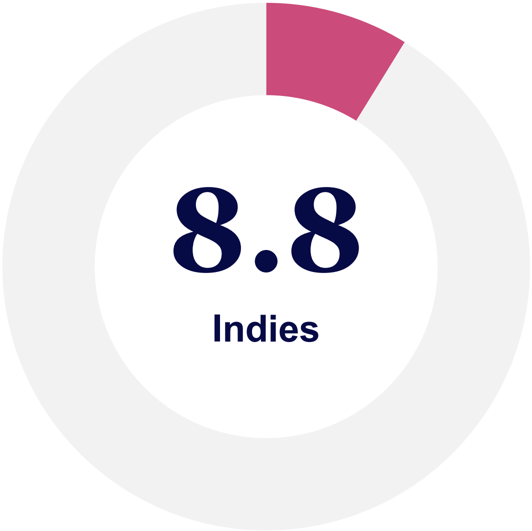
+6 points from 2020-2025

after declining pre-2020

Source: NIQ, Consumer Life US 2025 G2, G3

Conglomerates have higher loyalty as Indie buyers may be more willing to experiment with brands

Average loyalty



Source: NielsenIQ Omnishopper Panel Total US Latest 52 Weeks Ending 11/1/2025

Innovation is happening faster than ever, though capitalizing is still a challenge

Mass Market	Beauty Specialty	Amazon	TikTok Shop
802 new brand launches	**669** new brand launches	**3,109** new brand launches	**196** new brand launches
80 viable launches	**43** viable launches	**35** viable launches	**18** viable launches

Source: NielsenIQ Omnishopper Panel Total US Latest 52 Weeks Ending 12/27/2025. NielsenIQ RMS Total US xAOC Latest 52 Weeks Ending 12/27/2025. NielsenIQ Rakuten 12 months ending 12/31/2025.
New brand launch defined as zero dollar sales in 2024, and at least $5Kin dollar sales in 2025. Brands are pulled at the Super Category level. For TikTok Shop, $1K is used for the minimum and total brand level is used
Viable launch defined as zero dollar sales in 2024, and at least $1MM in dollar sales in 2025. Brands are pulled at the Super Category level. For TikTok Shop, $500K is used for the minimum and total brand level is used

Top indexing indie brands across generations

Generation Z

BONDI BOOST

Curology

SUMMER FRIDAYS

TOWER 28

Millennials

BANILA CO

BIOSSANCE™

dm DANESSA MYRICKS BEAUTY

NAKED SUNDAYS

Generation X

younique

MAËLYS

NASSIFMD® SKINCARE

EVERPRO® GRAY AWAY

Boomers+

LAURA® GELLER

KORRES

WESTMORE beauty®

Plexaderm® SKINCARE

Source: NielsenIQ Omnishopper Panel Total US 52 weeks ending 11/01/2025. Index is based on dollar share of total beauty index vs total panel

Micro Realities Lead to Mega Brands

Based Bodyworks

Founded by TikToker Lance Baker who is famous for his videos on Looksmaxxing

$32MM
in sales on TikTok Shop

Sincerely Yours

Founded by YouTuber Salish Matter, skin care for tweens and teens. Launched as an exclusive brand in Sephora

80k fans attended the launch event at the American Dream Mall

Reale Actives

Founded by TikToker Alix Earle in April 2026, skin care targeting acne, based on the founder's experience with cystic acne

Sold out initial launch in **10 hours**

K2O by Sprinter

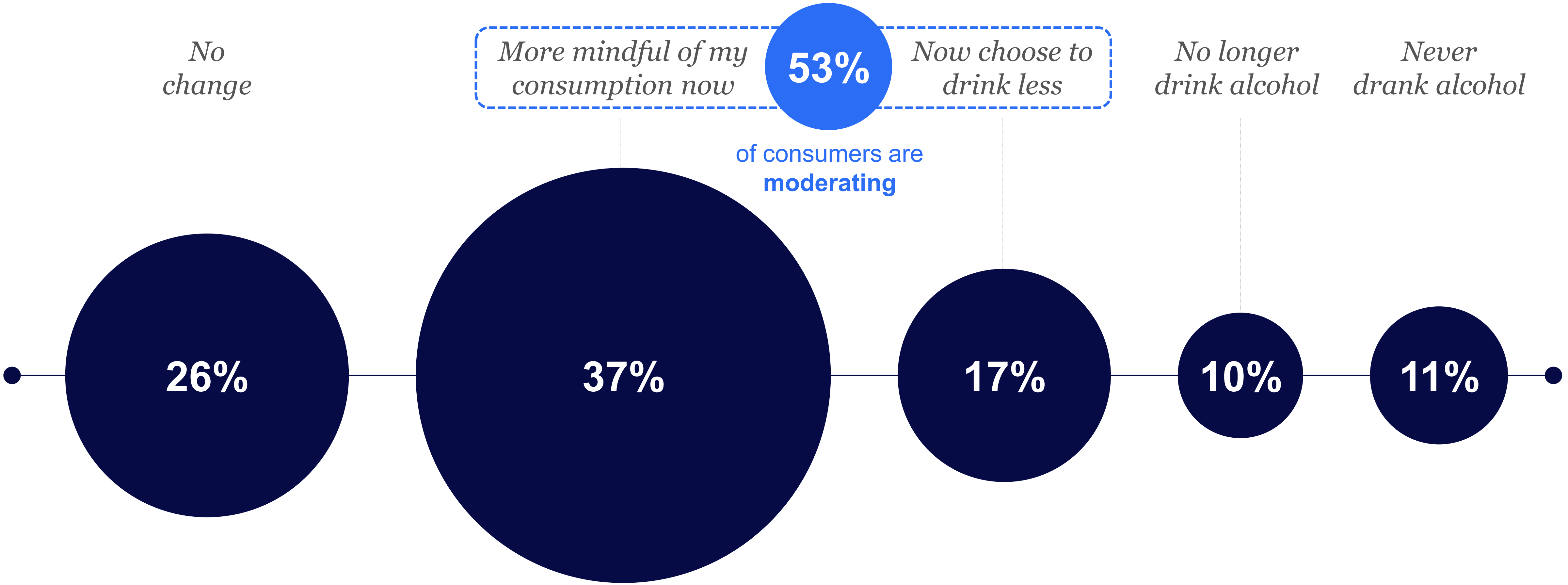
Founded by Kylie Jenner in April 2026, K2O combines electrolytes for hydration with beauty actives, for beauty from the inside out

Bev AI

The broad Moderation trend is becoming a set of consumer micro-realities

Consumers are not just “drinking less,” they’re choosing more intentionally

Which of the following statements best describes your relationship with alcohol currently?



Source: CGA by NIQ REACH US 2025. Sample size: 1250; Source: CGA by NIQ REACH US 2025. Sample size: 664

The consumer repertoire set is blurring across alcohol content, occasion, and benefit

The choice set for consumer occasions now spans ***alcohol, non alcohol alternatives, and function***

Full ABV | Lower ABV | Higher ABV | Non Alcohol Beer, Wine, Spirits | Functional Beverages | THC Beverages

Moderation can unlock new serve architecture for brands

Consumers are seeking smaller, lighter, and more intentional formats for occasions

31%

of consumers have noticed **mini cocktails** featured on menus in bars, restaurants or similar venues

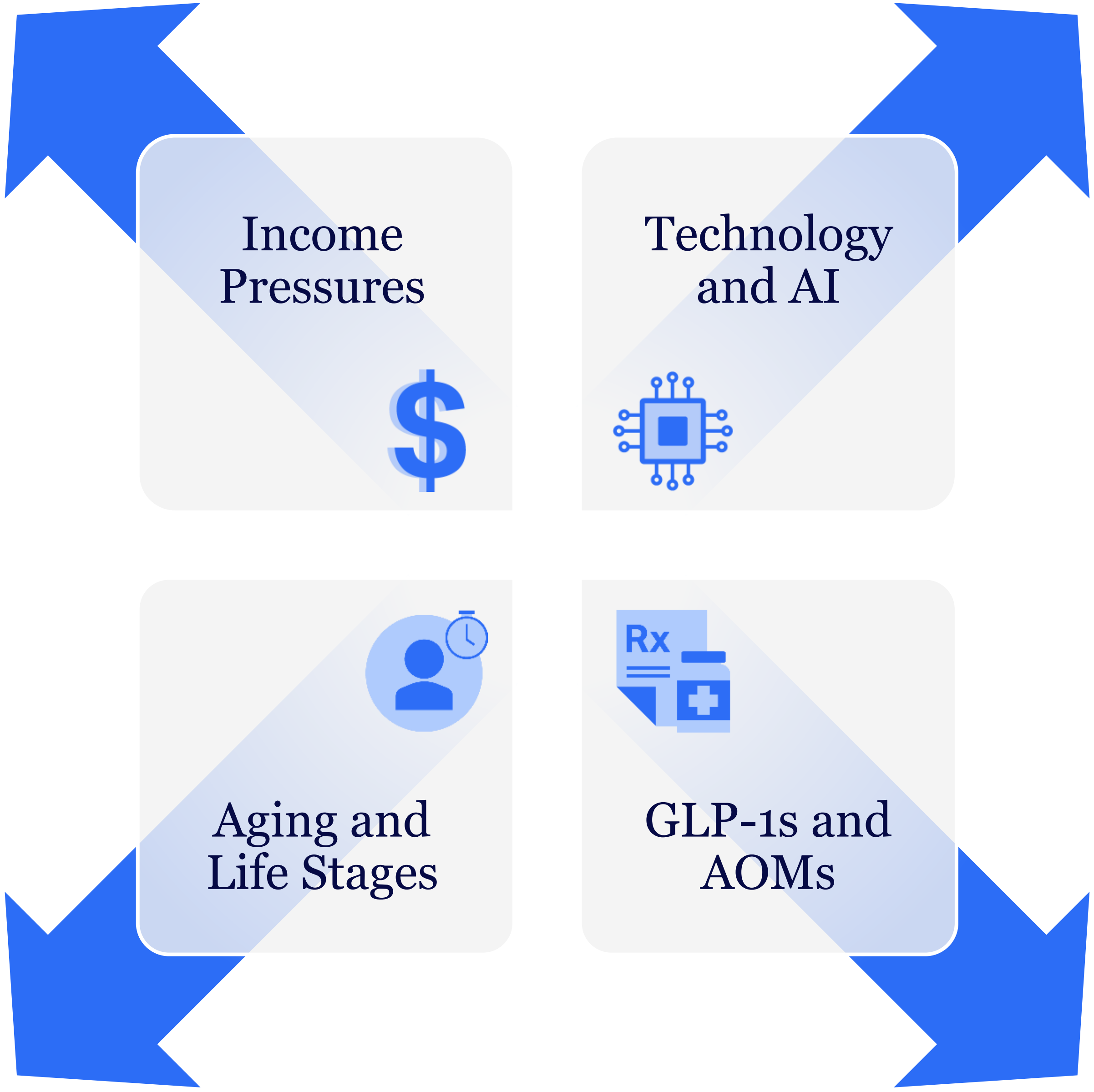
+15pp for Millennials
+16pp for Gen Z (21+)

24%

of Spirits (non RTD) dollars sales in the off premise are from **small sizes**; growing 2% vs year ago

Source: NIQ March 2026 Us On Premise Pulse Report Sample (181 - 1600); NielsenIQ Retail Measurement | US ALC – Integrated | Total US xAOC + Liquor Open State + Conv during Rolling 52W w/e 01/24/26, *Small size = sum of 375ml and under

The next wave of *Moderation* impacts



Wellness: exploring the micro realities of GLP-1 consumers

GLP-1 is reshaping CPG, impacts a broad population and continues to evolve

Market Context and Trajectory

- GLP-1s have moved from niche to mainstream, with explosive awareness growth since 2023 and acceleration in 2025.

Access and need states for GLP is evolving and adoption is no longer limited to affluent, older consumers, *demographics are diversifying*

Treat as a long-term demand shaper, not a short-term headwind.

Consumer Journey

- Purchasing shifts are not linear and *patterns change over time*: pre-GLP sees higher than average, then spend contraction, then stabilization.
- *Side effects understanding* evolving with potential for CPG support (GI, hair loss, incontinence, aesthetics, oral health)
- Rebound/cycling and bounce back and nutrition deficiency challenges illustrating *need for behavioral support*

Diabetes vs. weight loss **and** compound vs. Rx creating *unique user profiles*

Design for the full journey, not just initial phase. The journey continues to unfold.

CPG Impact

- *Intentional behavioral changes*/eating: *protein, fiber, sugar conscious, nutrient dense, energy, muscle health, clean label*.
- Shifting prioritization of personal care, OTC, beauty, supplements throughout journey.
- Category-specific focus areas: *protein, fruits and vegetables, hydration, vitamins and supplements, health and beauty, GI support*.
- Categories under pressure: calorie-dense snacks, sugary sweets, large portion indulgence formats.
- *Taste perception changes are real*, measurable and under-recognized.

Growth comes from reformulation, right-sizing and repositioning

GLP-1 consumers are not a monolith

GLP-1 Purchasing Variances

Value per Buyer % Change: Food & Beverage (F&B) vs. Health & Beauty Care (HBC)

GLP-1 Users
F&B: +1.0%
HBC: +3.2%

Only Weight Loss
F&B: +0.5%
HBC: +4.6%

GLP-1 WL Rx
F&B: +0.4%
HBC: +4.9%

GLP-1 WL Compound
F&B: +3.6%
HBC: -0.8%

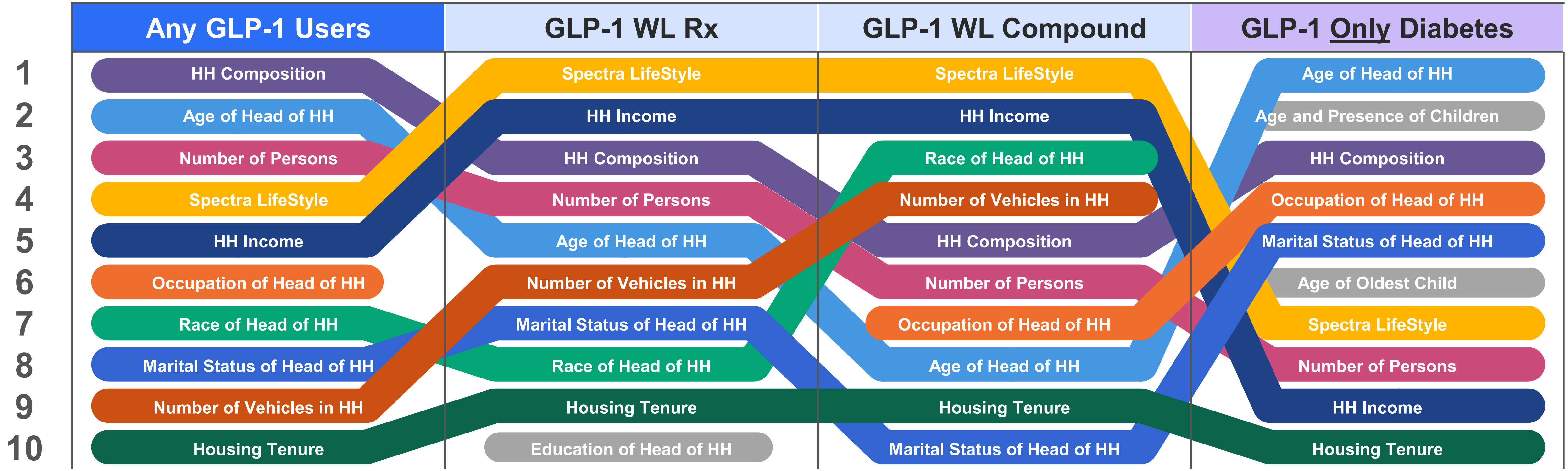
Only Diabetes
F&B: +2.8%
HBC: +6.3%

Non-Users
F&B: +2.9%
HBC: +0.9%

Source: NielsenIQ, Homescan GLP-1 Panel Survey Jan/Feb 2026; F&B = Food & Beverage, HBC = Heath & Beauty Care; HH = Penetration, Buyer rate & % Chg for latest 52 weeks ending 02/21/26 vs. YA

Key demographic drivers differ across GLP-1 Populations

Demographic Importance Ranking*



* The importance ranking conveys which attributes are most important in driving consumption

Source: Precision Solutions Fast Facts Report, GLP-1 Groups by Demographics (Measure Total Dollars), Apr 2026; Importance ranking & key demographic skews

Distinct GLP-1 profiles illustrate the need for segment-specific engagement strategies

Leisure & Attitudes, Media and Brand preferences

Any GLP-1 Users

Financially disciplined consumers with strong traditional news consumption

- Careful money managers
- Fox News – The Five watched last week

GLP-1 WL Rx

Risk-tolerant consumers with structured travel and passive media habits

- Redeemed miles
- Sirius XM radio listening AM

GLP-1 WL Compound

Engaged, premium-oriented consumers with informed and experience-driven lifestyles

- Fine dining restaurants in the last month
- Read business or finance newspaper

GLP-1 Only Diabetes

Traditional, low-digital consumers with strong classic media preferences

- Mobile device is not a source of entertainment
- Turner Classic Movies channel watched last month

Source: Precision Solutions Best Products Report; GLP-1 profiles by Media, Leisure & Attitudes (MRI Simmons) and by Brand High in F&B and HBC, Apr 2026; Penetration & Demand Index

The person

Gen X Woman

2 Children

Working Full-Time

Suburban

Her values

Open-mindedness

Curiosity

Social responsibility

Ambition

Her shopping

Indie beauty brands

Clean label

Cutting back on alcohol

Shops secondhand & local

Her health

Perimenopause

GLP-1 candidate

Autoimmune issues

Her finances

Medium-high income

Price-sensitive but saving

Risk-tolerant

Planning to retire early

Her tech relationship

Tech-savvy but AI averse

Premium media subscriptions

Tracks steps and calories

Learn more about Thought Leadership at NIQ here

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