

24.08.2022, United States

appinio hype tracker

Your fast track to consumer insights

01

Weekly Insights

This week —
[Menopause](#)

This week we are taking a close look at the topic of menopause. How many have heard of it and know what it entails? How men and women differ in terms of knowledge?

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02

Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

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03

Consumer Behavior Tracker

Products, brands and passion points – What are consumers using and thinking about? What's on top of mind for the average shopper and what are the brands they're loving? Our biweekly tracker gives you the lowdown.

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01

Weekly Insights

This week —
Menopause

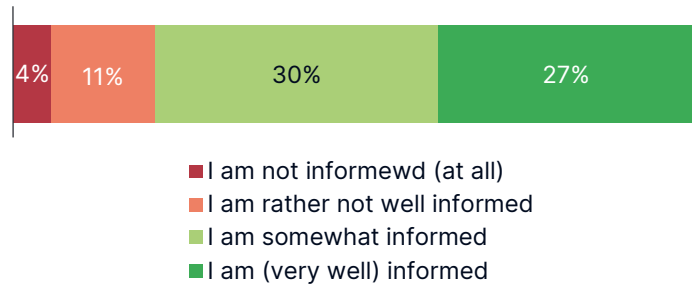


Weekly Insights — Menopause

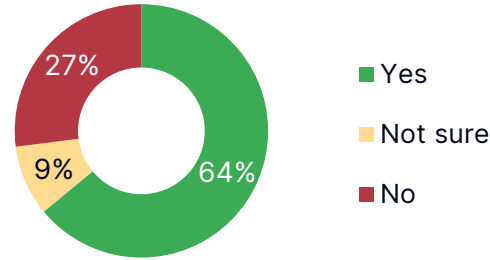
81%

of respondents say they know (roughly) what the menopause is. Among men it is 74%, among women 88%.

What do you think is your personal level of knowledge about menopause (e.g. when it usually starts, symptoms, how to deal with it, remedies etc.)?
 Female respondents who said they (roughly) knew what the menopause is



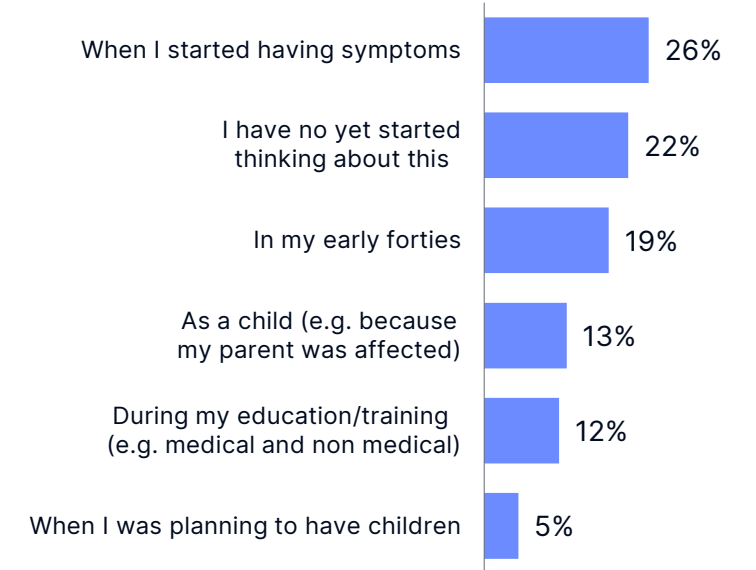
Do you know anyone in your circle who is going through or has gone through menopause?
 Respondents who said they (roughly) knew what the menopause is



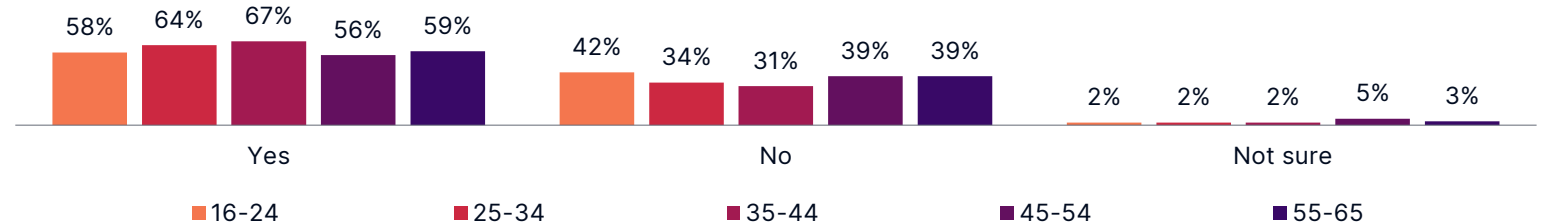
The person going through it is mostly a **family member** (46%) or the **respondents themselves** (29%).

Respondents who said they knew someone who is or was menopausal

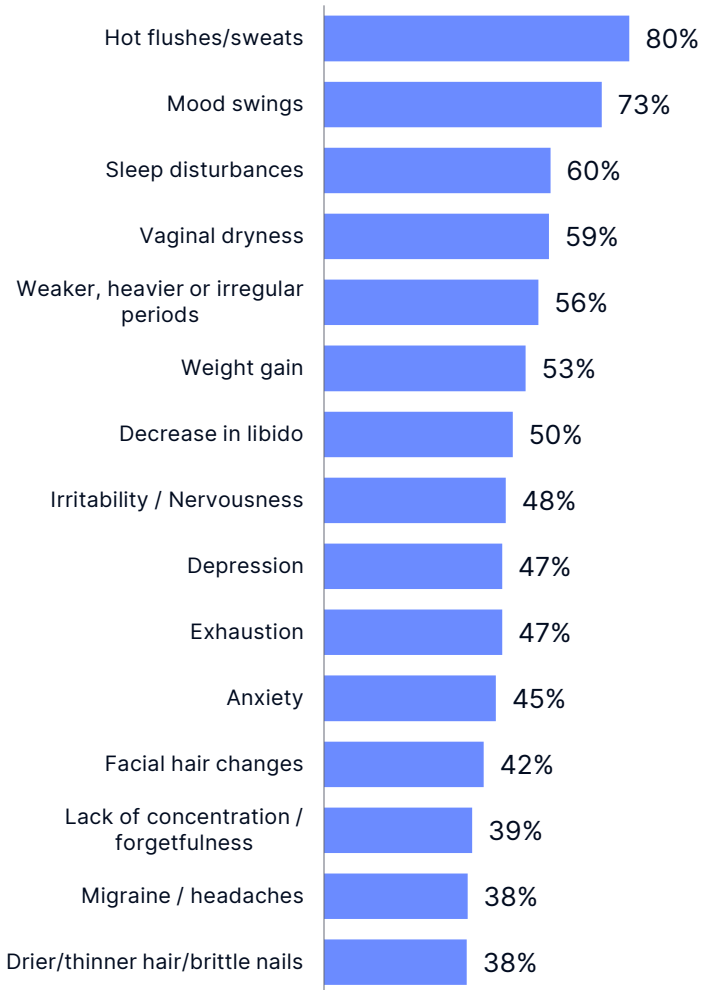
When did you first start thinking about menopause?
 Female respondents who said they (roughly) knew what the menopause is



Have you talked to this person about menopause?
 Respondents who said they know (roughly) what menopause is and know someone who is or has been affected by it



What do you think are the symptoms that you can experience in the time leading up to / in menopause? *Female respondents who said they (roughly) knew what menopause is, top 15 answers*

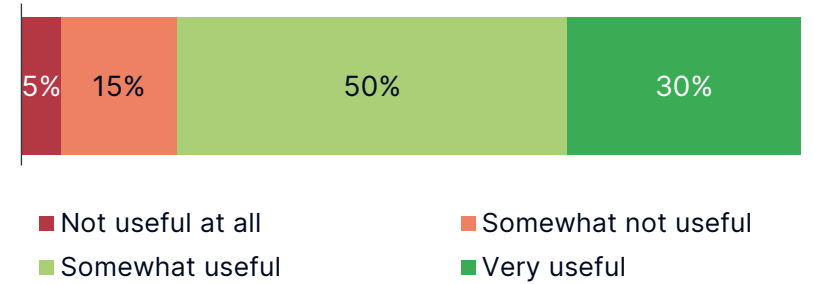


47% state that they know (roughly) what hormone replacement therapy is for the treatment of menopause-related complaints.

Female respondents who said they (roughly) knew what the menopause is

How useful do you think hormone replacement therapy is for treating menopausal symptoms?

Female respondents who said they knew (roughly) what the menopause and hormone replacement therapy are



“Men (somewhat) inform themselves about menopause.” This is what...

21% of women think
46% of men think

vs.

“Women (somewhat) inform themselves about menopause.” This is what...

91% of women think
93% of men think



Respondents who said they (roughly) knew what menopause is

02

Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

Fad, fashion or here to stay? We check out the state of play for both established and emerging categories to determine the reach of some of the biggest noisemakers on the ground.



The Hypes

Open Metaverse Alliance

Also known as the Open Metaverse Alliance for Web3. It entails Multiple virtual worlds coming together to solve key challenges of the metaverse and preserve the freedom of information owned by users.

Psychedelics-based mental health start-ups (i.e. Field Trip, Compass Pathways, Beckely Psytech)

Recent studies have shown that psychedelics could be helpful in treating conditions like depression and anxiety, therefore some start-up are trying to leverage the power of psychedelics to help people improving their mental health.

Salt & Straw x Imaginary Authors: edible perfumes

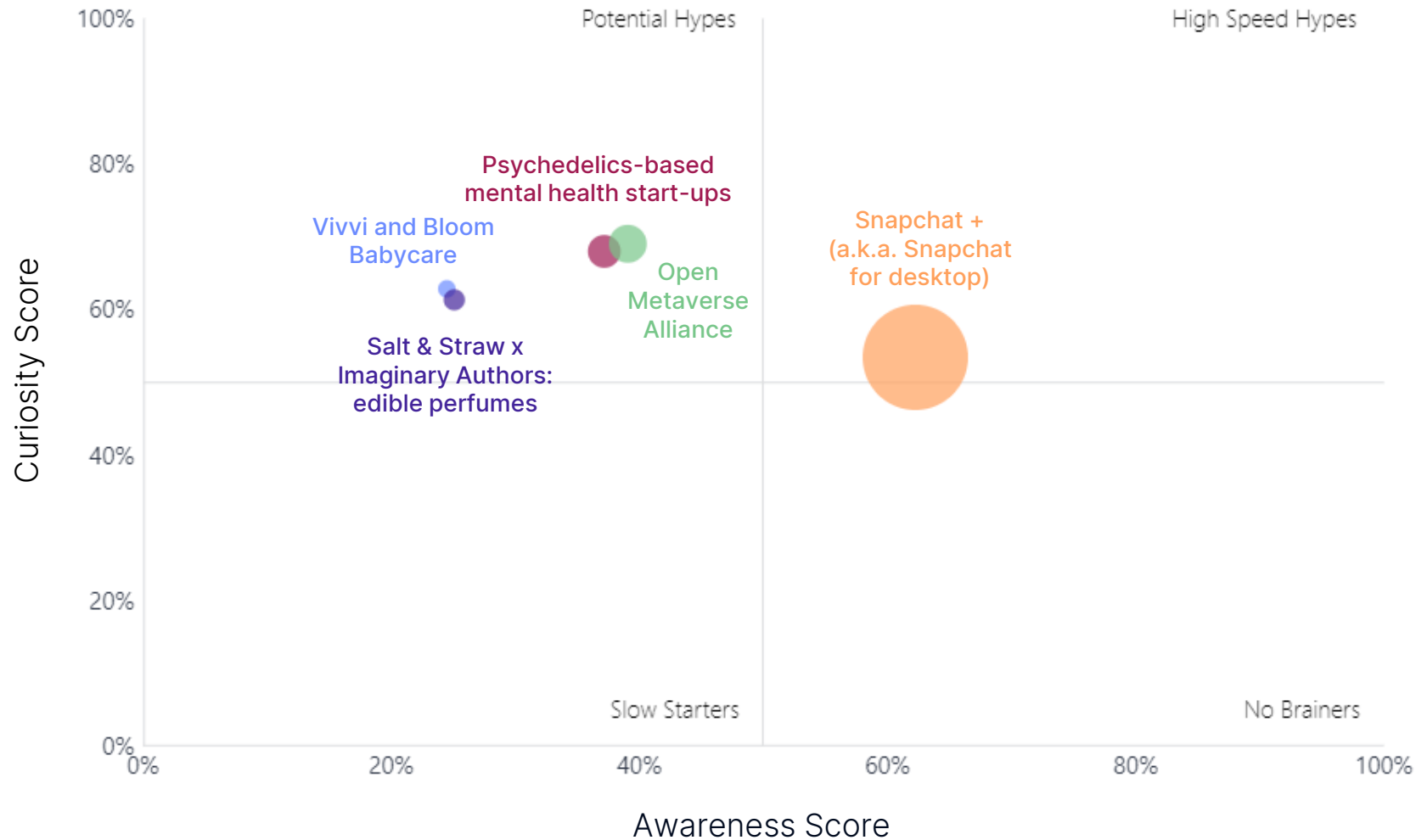
Salt & Straw, the Portland-based creamery, is introducing a first-of-its-kind edible perfume to upgrade your eating experience. In partnership with perfumery Imaginary Authors, they have created a trio of scents: A Cloud of Cocoa, A Plume of Blooms, and A Swoon of Citrus.

Snapchat + (a.k.a. Snapchat for desktop)

Snapchat launched a web version of the app that lets you Chat, Snap, and Call your besties directly from your laptop.

Vivvi and Bloom Babycare

Johnson & Johnson Consumer Health announced the launch of Vivvi & Bloom, a new skin & hair care brand for babies and toddlers developed to be intentionally simple through its purposeful ingredients, purposeful mission, and purposeful science. The Vivvi & Bloom brand was uniquely co-created and designed to meet the expressed needs of Millennial and Gen-Z parents and caregivers to streamline their baby care routine.



Awareness Score

How well known is the hype topic among consumers? What percentage of respondents have heard of it at least once?

Curiosity Score

How curious are consumers who have heard about hype topics? The Curiosity Score shows what percentage of respondents say "I find (rather) interesting".

Appinio Buzz (Size of the bubble)

The larger the bubble, the more often the participants have recently talked about it or heard about the topic in their private or professional environment. The score is calculated based on the ratio of people who have heard about a particular topic regularly or often lately to those who have never heard about it.

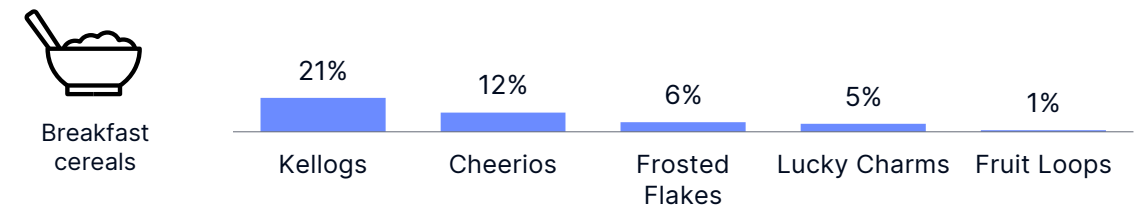
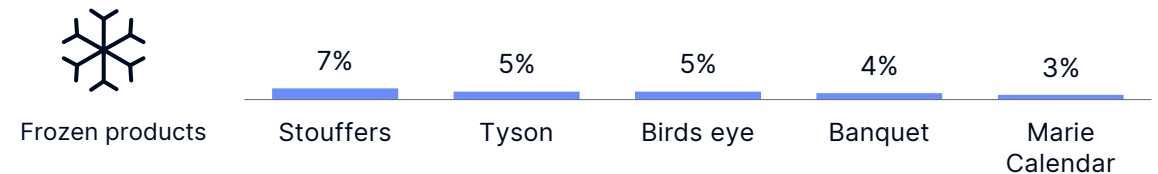
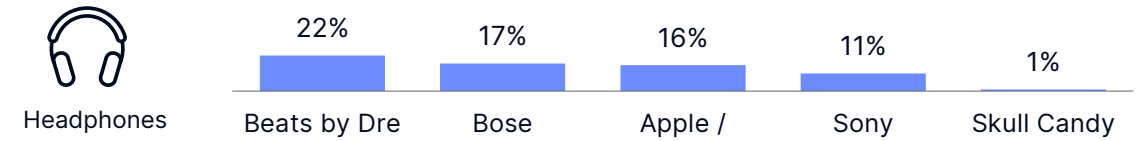
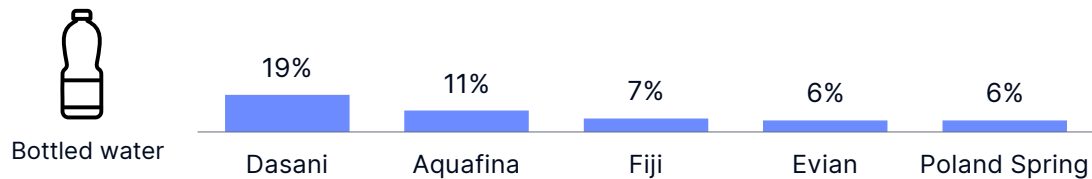
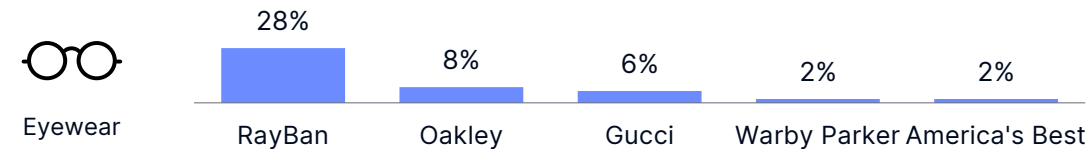
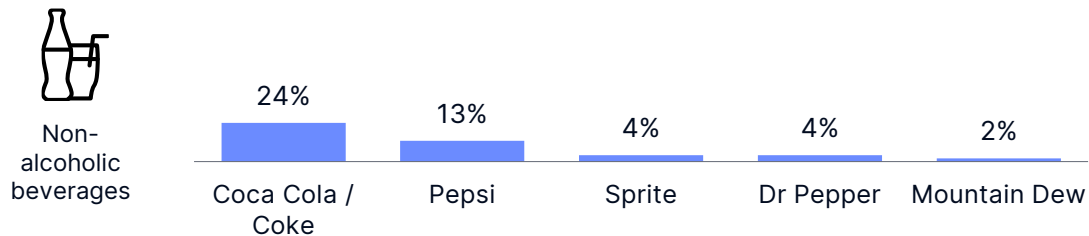
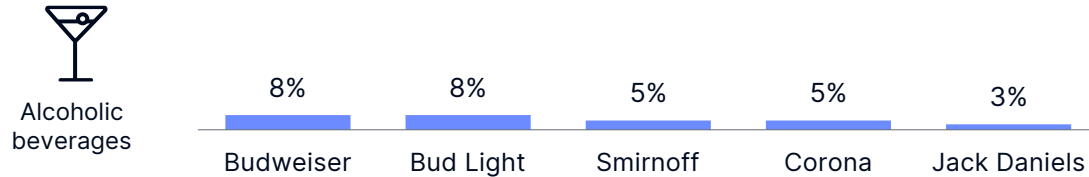
03

Consumer Behavior Tracker









Top of Mind Brands

What brands do consumers spontaneously recall when prompted?









How often are product categories bought?

● total ● online ● offline

Rank	Product category	30 Mar	13 April	27 April	6 May	25 May	15 June	29 June	13 July	27 July	10 Aug	24 Aug
1.	 Groceries	94%	96%	95%	96%	95%	94%	96%	96%	94%	95%	95% (=)
		9%	12%	8%	11%	9%	11%	9%	12%	10%	10%	11%
		65%	59%	65%	58%	63%	60%	62%	62%	59%	65%	59%
2.	 Personal care/ Hygiene	79%	81%	82%	81%	77%	79%	80%	78%	80%	79%	78% (-1)
		14%	15%	15%	13%	12%	14%	13%	14%	15%	12%	13%
		49%	47%	48%	45%	47%	46%	45%	44%	47%	50%	49%
3.	 Non-alcoholic drinks	74%	80%	80%	81%	77%	76%	77%	76%	76%	75%	78% (+3)
		8%	9%	9%	9%	8%	8%	7%	7%	10%	5%	9%
		54%	55%	57%	53%	53%	53%	53%	54%	50%	56%	56%
4.	 Medicine	62%	68%	68%	71%	66%	64%	65%	62%	62%	57%	59% (+2)
		8%	10%	8%	7%	9%	9%	8%	8%	8%	7%	9%
		44%	44%	50%	47%	44%	43%	43%	42%	41%	39%	40%
5.	 Clothes	60%	70%	70%	70%	67%	65%	67%	65%	66%	64%	63% (-1)
		16%	22%	20%	20%	17%	16%	17%	19%	21%	19%	18%
		23%	24%	27%	23%	27%	26%	25%	21%	23%	23%	22%
6.	 Alcoholic drinks	46%	58%	53%	60%	53%	52%	55%	54%	50%	50%	49% (-1)
		5%	7%	5%	7%	5%	6%	5%	5%	6%	4%	6%
		34%	40%	38%	38%	37%	37%	37%	37%	34%	38%	35%






How often are product categories bought?

● total ● online ● offline

Rank	Product category	30 Mar	13 April	27 April	6 May	25 May	15 June	29 June	13 July	27 July	10 Aug	24 Aug
7.	 Shoes	50%	56%	60%	59%	54%	53%	54%	55%	52%	53%	50% (-3)
		14%	19%	19%	15%	15%	15%	15%	17%	17%	16%	15%
		21%	20%	23%	21%	22%	22%	20%	22%	18%	21%	19%
8.	 Beauty/ Make-up	47%	55%	54%	58%	50%	50%	53%	49%	48%	46%	46% (=)
		10%	15%	13%	13%	11%	12%	13%	13%	11%	10%	12%
		23%	20%	25%	22%	23%	22%	22%	20%	21%	22%	21%
9.	 Books / Magazines	41%	46%	51%	55%	47%	42%	46%	45%	44%	38%	39% (+1)
		14%	17%	16%	16%	14%	14%	14%	14%	15%	15%	15%
		15%	14%	20%	19%	19%	15%	15%	17%	17%	12%	13%
10.	 Household devices	42%	48%	49%	53%	46%	44%	44%	45%	41%	39%	38% (-1)
		10%	10%	11%	12%	10%	11%	12%	11%	10%	11%	9%
		18%	21%	24%	22%	21%	18%	17%	18%	17%	16%	16%
11.	 Electrical devices	42%	48%	50%	53%	46%	48%	47%	46%	45%	40%	43% (+3)
		14%	17%	15%	15%	14%	16%	16%	14%	14%	14%	13%
		15%	15%	18%	19%	18%	16%	14%	18%	16%	14%	15%
12.	 Toys	40%	47%	49%	50%	43%	45%	44%	45%	44%	38%	40% (+2)
		11%	15%	14%	14%	10%	14%	14%	14%	13%	11%	14%
		15%	15%	20%	17%	17%	16%	15%	17%	15%	13%	14%

How often are product categories bought?

● total ● online ● offline

Rank	Product category	30 Mar	13 April	27 April	06 May	25 May	15 June	29 June	13 July	27 July	10 Aug	24 Aug
13.	 Kitchen devices	38%	44%	47%	50%	40%	44%	43%	39%	42%	35%	39% (+4)
		11%	11%	11%	11%	7%	11%	11%	11%	11%	8%	11%
		18%	19%	24%	22%	20%	21%	18%	18%	18%	15%	16%
14.	 Decorations	42%	48%	48%	50%	45%	44%	45%	43%	44%	40%	41% (+1)
		11%	12%	12%	12%	12%	11%	11%	11%	12%	11%	12%
		19%	20%	22%	18%	20%	18%	19%	19%	18%	16%	16%
15.	 Jewelry	37%	44%	44%	48%	45%	39%	42%	40%	37%	33%	35% (+2)
		10%	13%	13%	12%	12%	9%	12%	12%	11%	10%	9%
		14%	15%	17%	17%	15%	16%	15%	16%	12%	12%	14%
16.	 Furniture	32%	40%	40%	44%	37%	37%	36%	35%	34%	31%	32% (+1)
		7%	8%	9%	9%	7%	10%	7%	7%	8%	8%	8%
		14%	20%	20%	19%	19%	16%	18%	18%	16%	14%	13%
17.	 Sport equipment	32%	40%	40%	43%	37%	35%	36%	39%	33%	33%	33% (=)
		9%	12%	11%	12%	10%	9%	10%	10%	9%	10%	9%
		13%	14%	16%	14%	14%	12%	11%	12%	10%	12%	11%

Sample & Method

Sample	1.000 Americans
Country	USA
Age	16-65
Date of the survey	11-15 August 2022

Nationally representative – quoted by age
& gender based on the 2011 census

View and analyze the data
on research.appinio.com

Contacts



Benedikt Helbach
Sales Director US

Office +49 15 16 46 22 622
E-Mail benedikt.helbach@appinio.com



Jessica Poon
Growth, US

Office +44 77 91 68 48 37
E-Mail jessica.poon@appinio.com