

# Lauren Goodsitt



*Global Analyst, Beauty & Personal Care*

With over 6 years of research experience, Lauren brings expertise in data analysis and trend interpretation. Since joining Mintel in 2014, Lauren has worked with nearly all major beauty brands and companies. She utilizes research to help develop innovative product concepts, understand the landscape of the beauty categories, and to apply relevant industry trends. Lauren has a strong passion for the beauty industry, which furthers the depth of her knowledge. Her command of data and trends, paired with her enthusiasm for the industry, allows her to be a valuable asset to the Mintel beauty portfolio.

