

February 2021

Soap, Bath and Shower Products - US

“COVID-19 has put hygiene and wellness at the forefront of consumers’ minds, fueling the demand for soap, bath and shower products, particularly hand sanitizer and soap. The hand sanitizer segment will see continued growth and innovation as the product becomes a hygiene essential. A renewed focus on self-care will also ...

Diversity in Beauty - UK

“The events of summer 2020, which saw the BLM movement gain momentum, have had reverberations across all industries and not just politics. In BPC, brands and retailers can no longer stay silent on topical issues related to diversity and equality, as many consumers seek to buy from those that align ...

Diversity and Inclusivity in Beauty - US

“Diversity in beauty is not a marketing tactic – it’s an essential practice and must be a key area of focus among every beauty brand on the market today. It requires a strong commitment from brands to listen and collaborate with members of underserved groups to ensure successful and meaningful ...

Beauty and Personal Care Retailing - Spain

“Beauty and personal care specialists suffered in 2020 as lockdowns led to temporary store closures across the country. Ecommerce was a clear winner and many specialists have pivoted to multichannel strategies. Concerns around the pandemic are still particularly high in Spain and retailers will have to improve the in-store experience ...

Beauty and Personal Care Retailing - Europe

“With stores deemed non-essential closed in order to curb the spread of COVID-19, many brands and retailers saw their overall sales fall in 2020. There was growth in online sales but this could not offset the loss of trade in

Beauty and Personal Care - International

Drug Stores - US

“It’s a challenging time for drug stores. However, with a global pandemic shaping consumer perceptions and behaviors, including influencing more proactivity when it comes to managing their holistic wellbeing, drug stores have never been in a more prime position to shine. The future of the drug store channel involves offering ...

Children and Health - US

“The children’s health market has strong reach, with nearly three quarters of parents giving their kids OTC pediatric remedies and VMS products, respectively. To that end, market sales have reached more than \$2.5 billion in 2020 and forecasted for steady growth over the next five years. COVID-19 impacted segment ...

Beauty and Personal Care Retailing - France

“France has experienced two national lockdowns, as well as a nationwide curfew and restrictions on store opening times. This has shifted a large amount of spending on BPC online and forced many specialists to redouble their efforts to develop or accelerate their internet offer. Many have showed real adaptability, particularly ...

Beauty and Personal Care Retailing - Italy

“The COVID-19 outbreak has been challenging for the beauty and personal care retailing sector in Italy but many of the leading retailers have managed to partly mitigate its impact by ramping up their online operations. We expect to see a continued shift towards online which will lead to retailers to ...

Beauty and Personal Care Retailing - UK

“Changes in people’s lifestyles as a result of the COVID-19 pandemic and the lockdowns have affected usage habits and led to major shifts in the types of beauty and personal care products consumers are

bricks-and-mortar outlets. We expect the most successful retailers will be ...

buying. One of the big opportunities is for brands to focus on in-home beauty treatments and ...

Soap, Bath & Shower Products - UK

“The soap, bath and shower product category has seen record growth in 2020 of an estimated 32.8% to reach £840 million as heightened hygiene concerns drive washing behaviours. The increased rate of hand washing in particular has triggered concerns towards hand health, presenting opportunities for brands in moisturising and ...

January 2021

Home Hair Color - US

“In the absence of salons, more consumers turned to at-home solutions, leading to increased usage of home hair color products. While salon closures during lockdown certainly benefited the at-home hair color market in the short-term, some consumers plan to stick with at-home hair color products to curb spending or minimize ...

Brand Overview: BPC - UK

“The COVID-19 outbreak has led consumers to review their BPC regimes and has put greater emphasis on holistic health and wellbeing. While lockdown periods reduced usage occasions for fragrances and colour cosmetics, consumers spent longer on self-care beauty routines and sought products designed to boost physical and emotional wellness. In ...

Health Management Trends - US

“Personal health management is evolving as consumers encounter new health concerns, personal safety needs and heightened emotional stressors. Adults are focusing on managing health and wellness goals, with learnings from the previous year. Illness prevention, prioritizing quality time, stress management and recovery are key themes that will support consumers’ desire ...

Upcoming Reports

Clean Beauty - US - December 2021

Suncare - UK - December 2021

Approach to Health Management - US - November 2021

Self Diagnostics - US - December 2021

The Private Label Beauty Consumer - UK - December 2021

Beauty Retailing - US - November 2021

Fragrance Trends in Beauty - US - November 2021

Contraceptives and Sexual Health - US - October 2021

Men's Personal Care - US - October 2021

Beauty Devices - US - September 2021

Marketing to Moms - US - September 2021

Fragrances - UK - August 2021

Bodycare and Deodorant - US - July 2021

Colour Cosmetics - UK - July 2021

Facial Skincare - US - June 2021

Marketing to Millennials - US - June 2021

Marketing to Generation Z - US - May 2021

Salon Services - US - May 2021

Disposable Baby Products - US - April 2021

Shampoo, Conditioner and Hairstyling Products - US - April 2021

Beauty Influencers - US - March 2021

Smoking Cessation and E-cigarettes - UK - March 2021

Ingredient Trends in Beauty and Personal Care - US - November 2021

In-salon Hair Services - UK - October 2021

Spa, Salon and In-store Treatments - UK - October 2021

Digestive Health - US - September 2021

Vitamins, Minerals and Supplements Consumer - US - September 2021

The Natural Healthcare Consumer - US - August 2021

Color Cosmetics - US - July 2021

Women's Facial Skincare - UK - July 2021

Managing Skin Conditions and Allergies - UK - June 2021

Oral Care - UK - June 2021

Oral Health - US - May 2021

Shaving and Hair Removal - US - May 2021

Managing Common Illness - US - April 2021

Women's Haircare - UK - April 2021

Men's Haircare and Skincare - UK - March 2021

Feminine Hygiene and Sanitary Protection - UK - February 2021



Beauty and Personal Care - International

**Nail Color and Care - US -
February 2021**

**Attitudes towards Cosmetic
Procedures - UK - January 2021**