

## January 2021

### Deodorants: Inc Impact of COVID-19 - UK

“While the category was on a downward trajectory even before the pandemic, lockdowns and social distancing in 2020 saw the decline in value exacerbated. With the UK entering another national lockdown in January 2021, usage will continue to be impacted as people spend more time at home. Despite ongoing price ...

### Suncare: Inc Impact of COVID-19 - UK

“COVID-19 proved to be particularly challenging for suncare, with usage occasions severely impacted. Although demand is expected to resume in the longer term as consumers get back to normality, the pandemic has highlighted the category’s reliance on factors that brands cannot control for repeat purchase. Blurring the line between suncare ...

## December 2020

### Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

## October 2020

### Beauty Devices, Tools and Accessories: Inc Impact of COVID-19 - UK

“Innovation has driven demand for beauty/grooming devices, tools and accessories in recent years, and the value of the market was further boosted by COVID-19 as consumers embraced DIY alternatives in place of professional treatments. The category’s non-discretionary nature and ties to wellbeing will buoy demand going forward, but consumers ...