

March 2020

Women's Haircare - UK

“Women’s haircare continues on a downward trajectory when it comes to value sales, with the styling segment in particular suffering losses. Hair health is paramount to women, impacting haircare behaviours through a reduction in frequency of washing and styling hair. Whilst ‘clean’ and natural claims continue to be important, sustainability ...

Men's Haircare and Skincare - UK

“A continued decline in value sales of men’s haircare and skincare is creating a challenging environment for both brands and retailers. Savvy shopping habits are putting downward pressure on prices in both categories, and men still favour a basic routine. Opportunities to reinstate growth in the market lie in personalisation ...

Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

February 2020

Feminine Hygiene and Sanitary Protection Products - UK

“The feminine hygiene and sanitary protection category has been steadily growing in recent years, bolstered by strong sales in the incontinence sector and a beauty revamp of the feminine hygiene sector. The sanitary protection sector, however, is dampening growth; signalling that brands must do more to respond to growing environmental ...

The Green BPC Consumer - UK

“Demand for green BPC is strong, and brands are responding with increased NPD, but there is still room for growth, as consumers still show a preference for regular beauty and grooming products. More education is needed, and proof that products are more sustainable than others on the market may be ...

First Aid - UK

“The value of the first aid category has fluctuated in recent years and is estimated to show significant decline in 2019 due to reduced NPD and competition from the private label sector. Future growth will come from brands offering consumers added value propositions, as well as engaging with them using ...

January 2020

Beauty and Personal Care Retailing - UK

Hair Colourants - UK

Beauty and Personal Care - UK

“As the value of the beauty and personal care sector has fallen into decline, with even beauty seeing negative growth in 2019, retailers need to ensure that they focus on the growth opportunities presented by two key demographics – Gen Z and older women aged 55+. Teens are increasingly being ...

“Demand for hair colourants has been subdued by the pro-ageing movement, with older consumers opting to embrace their greys rather than cover them. Young consumers have remained engaged but favour lower-value temporary products, suggesting that brands need to find ways to encourage them to spend more. Personalisation will be crucial ...

Brand Overview: BPC - UK

“Contemporary consumers are sensitive to the idea of glamour, exclusivity and indulgence, suggesting that BPC products that balance functionality with intangible perceptions of luxury have the potential to resonate widely among consumers. However, ethics have also come into play, and consumers are putting the BPC industry under scrutiny. Increasingly, consumers ...