

### June 2021

#### Consumers and the Economic Outlook - UK

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

#### OTC Analgesics and Cough, Cold and Flu Remedies - UK

“The category was driven into decline in 2020 as COVID-19 social distancing triggered a fall in cases of cough, cold and flu, which ultimately impacted demand for remedies. Looking forwards, brands can adapt to the strong focus on illness prevention, by incorporating vitamin & mineral supplements (VMS) into cough, cold ...

### May 2021

#### COVID-19 and BPC: A Year On - UK

“COVID-19 has created unprecedented challenges for the UK BPC market, driving a significant decline in spending on both BPC products and professional services. Whilst spend will recover as restrictions are eased, there will be a lasting impact as consumers prioritise value and favour low-maintenance routines. However, as consumers invest in ...

#### Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“The COVID-19 outbreak led to a rise in value in 2020, as parents adopted cautious buying behaviours including stockpiling and bulk-buying, driving spend. Hygiene concerns have furthered the value rise in baby wipes, washes and soaps, suggesting opportunities for innovating in baby-specific hand sanitisers, natural antibacterial ingredients and hygienic packaging ...

#### Women's Haircare - UK

“Women's haircare/styling routines were relaxing even before the pandemic, however, stay-at-home measures have significantly impacted usage behaviours, with a shift in routines set to remain. Styling has seen the greatest setback, however, across all segments brands that have maintained marketing activity and innovated in areas of interest to the ...

### March 2021

#### Men's Haircare and Skincare - UK

“COVID-19's impact on men's haircare and skincare was polarised, improving the outlook for skincare, whilst creating a more challenging environment for haircare. Reduced usage of haircare in the short term, with the styling segment seeing particularly subdued demand, will see preferences shift, meaning brands that respond with relevant NPD and ...

#### Intimate Hygiene and Sanitary Protection Products - UK

“Value growth in the category came to a halt in 2020. Whilst the incontinence segment has fuelled growth in recent years, this growth was dampened in 2020, impacted by reduced product usage amongst rare incontinence sufferers. Usage frequency of intimate hygiene declined too, as it became a lower priority with ...

## Beauty and Personal Care - UK

### Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

### Attitudes towards Cosmetic Procedures - UK

“The COVID-19 outbreak had a direct impact on cosmetic procedures with beauty salons and clinics forced to close for many months during the initial spring and winter lockdowns. While economic uncertainty from the pandemic could translate to a dip in the number of some cosmetic procedures in the near future ...

## February 2021

### 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 ...

### Hair Colourants - UK

“At a time when other BPC categories are struggling, spend on home hair colourants has surged as COVID-19 has encouraged DIY beauty behaviours. While a vaccine will see spend instinctively return to professional services in the long term, home hair colourants have gained credibility as the pandemic has boosted consumer ...

### 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 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

### 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 ...

## Upcoming Reports

### Suncare - UK - 2021

### The Private Label Beauty Consumer - UK - 2021



## **Beauty and Personal Care - UK**

**Consumers and the Economic  
Outlook - UK - 2021**

**In-salon Hair Services - UK - 2021**

**Consumers and the Economic  
Outlook - UK - 2021**

**Hand, Body and Footcare - UK -  
2021**

**The Ethical BPC Consumer - UK -  
2021**

**Managing Skin Conditions and  
Allergies - UK - 2021**

**Skincare Ingredients and Format  
Trends - UK - 2021**

**The BPC Purchase Journey - UK -  
2021**

**Fragrances - UK - 2021**

**Colour Cosmetics - UK - 2021**

**Women's Facial Skincare - UK -  
2021**

**Oral Care - UK - 2021**