

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 ...

Smoking Cessation and E-cigarettes - UK

“The pandemic has increased smoking and vaping frequencies, despite smokers being more concerned about their respiratory health and the impact that COVID-19 could have on them. In addition, with access to health professionals being hindered by the pandemic, many may have postponed plans to quit. The smoking cessation category also ...

Household Paper Products - UK

“While COVID-19 led to proliferated sales of household paper products, sales will stabilise once the anxiety around the virus diminishes. However, more frequent home working and new cleaning habits will keep the market buoyant and brands can use functionality-based innovation, such as kitchen roll specifically designed for use alongside cooking ...

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 ...

Children and Health - US

“The children’s health market has strong reach, with nearly three quarters of parents giving their kids OTC

Toilet and Hard Surface Care - UK

“The COVID-19 outbreak generated a surge in home cleaning occasions, which translated into a notable rise in overall value sales of the toilet and hard surface care products market. Although the market is expected to experience a gradual decline as people return to spending more time away from home, homecare ...

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 ...

Incontinence - US

“Incontinence is in part an age-related disorder and so an older population means a bigger market. But younger consumers report both increased instances and severity of incontinence. This, along with a consumer shift from menstrual products to proper incontinence products for light bladder leakage, is growing the category. As this ...

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 ...

Soap, Bath & Shower Products - UK



Household and Personal Care - International

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 ...

“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

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 ...

Aircare - US

“The pandemic has led to an explosion of new home behaviors, including how consumers view, use and shop for aircare. While it remains to be seen which new behaviors will stick and become a ritual and which will fade as we emerge from this health crisis and recession, brands have ...