

September 2018

Vitamins and Supplements - UK

“The ongoing consumer focus on health and the continued success of demographic-specific supplements have supported growth in the vitamins and supplements category. However, with the majority of adults questioning the health promises made, improving trust is needed if the category is to grow its market penetration. Meanwhile, personalised subscriptions could ...

August 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

Fragrances - UK

“Women’s body sprays have triggered the most recent market growth. A new wave of feminism has challenged traditional marketing, and unisex fragrances are a growing trend. A need for natural ingredients has given niche brands the lead, while large manufacturers get left behind. Body spray could be key for luxury ...

Beauty Influencers and Educators - UK

“Traditional experts such as in-store counter staff, make-up artists and dermatologists are the most trusted sources of information in BPC, suggesting that brands can do more to reassert the position of traditional experts. Social media influencers remain important, particularly to young women, however BPC shoppers are showing scepticism towards them ...

July 2018

Men's Facial Skincare - UK

“The market decline continues as men shrink their skincare regimes. While they look to brands they know to give them affordable options and educate them, big manufacturers are concentrated elsewhere – leaving smaller male-specific brands room to flourish. The advertising narrative needs to appeal to new priorities among men, while ...

June 2018



Beauty and Personal Care - UK

Women's Facial Skincare - UK

“The women’s facial skincare category has seen strong value growth year-on year despite a decline in NPD, suggesting that advertising and marketing messages are resonating with women. Penetration of products has increased in the last 12 months, indicating that women are adding multiple steps to their regime. However, there are ...