

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

Dishwashing Products - UK

“While COVID-19 led to unprecedented sales of dishwashing products, the market will stabilise once the anxiety around the virus diminishes. However, more frequent home working and enhanced home cooking habits will keep the market more buoyant than before the pandemic. Brands should use sustainability, like biodegradability, and format-led innovations, such ...

COVID-19 and Household Care: A Year On - UK

“COVID-19 has undoubtedly been a boost for the household care category, as the threat of the virus and the need to stay at home has created more homecare occasions. The challenge for brands in this category is to ensure that engagement remains high even when the immediate need diminishes in ...

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 ...