

October 2020

Beauty Online: Inc Impact of COVID-19 - UK

“Although growth in the online beauty market was strong prior to the COVID-19 outbreak, it was slowing as retailers were struggling to increase engagement with the channel. However, 2020 marked a turning point as online demand surged amidst disruption. Whilst a reluctance to visit physical stores and an eroded in-store ...

September 2020

Vitamins and Supplements: Inc Impact of COVID-19 - UK

“The pandemic will drive demand for vitamins and supplements as health and wellness become bigger consumer priorities. Immune health in particular is in the spotlight, and brands can look to offering more holistic solutions, considering the links between stress, sleep, nutrition and diet on immunity. The category is expected to ...

Hand, Body and Footcare: Inc Impact of COVID-19 - UK

“The category has shown strong sales performance in recent years which is expected to continue in 2020, particularly as heightened hygiene behaviours put the focus on skin health. The category also benefits from its perceptions of improving wellbeing and being part of self-care routines, with people turning to skincare routines ...

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

Women's Facial Skincare: Inc Impact of COVID-19 - UK

“Korean beauty trends have benefited the women’s facial skincare category in recent years, with women reducing their use of makeup to show off their hard work. Although routines were streamlined in 2019, 2020 has seen a revival of cleansing and caring routines as heightened hygiene behaviours triggered by the pandemic ...

August 2020

Fragrances: Inc Impact of COVID-19 - UK

“The fragrance category was in decline before the COVID-19 outbreak and has been one of the hardest hit categories in 2020, with a particularly slow recovery forecast. Confined to their homes, consumers have reduced their usage of beauty products deemed non-essential and the category has suffered due to its reliance ...



Beauty and Personal Care - UK

July 2020

Oral Care: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak will have little overall impact on the value of the oral care category which was already in decline before the pandemic. While a recession will drive savvy shopping behaviours further in the short term, consumers were already streamlining their routines, buying on promotion or switching to own-label ...

Colour Cosmetics: Inc Impact of COVID-19 - UK

“Makeup fatigue has set into colour cosmetics, with women cutting down on spend even before the COVID-19 pandemic. Women are less engaged with new launches despite increased NPD, whilst sustainability concerns as well as trends favouring natural looks are also driving down value. The pandemic will only accelerate this as ...