

### 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 ...

#### 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 ...

#### 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 ...

#### 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 ...

#### 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 ...

#### 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 ...

#### 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



## Beauty and Personal Care - 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 ...