

June 2022

Oral Care - UK

“The oral care market has risen in value for the first time since 2016 and consumers are taking a renewed interest in their oral health, seeing it as part of their general wellbeing. Although the cost of living crisis will encourage savvy shopping behaviours among some consumers, the infrequency of ...

May 2022

Giftng in BPC - UK

“The cost of living crisis will see a sharper focus on savvy shopping habits. A desire to stockpile will create demand for perennial presents that are not adorned with seasonal imagery. Anxiety triggered by a forecast recession may also help to de-seasonalise the market, particularly if brands can encourage self-gifting ...

April 2022

Men's Haircare and Skincare - UK

“Both men’s skincare and haircare witnessed a slight value decline in 2021, driven by savvy shopping behaviours caused by concerns around rising inflation. More effective positioning of products will help to drive usage, for example, better alignment between prevalent skin concerns and specialist formats will shift males away from usage ...

Babies' and Children's Personal Care, Nappies and Wipes - UK

“The effects of strict hygiene practises have put a focus on skin health, resulting in value growth for baby moisturisers, and a demand for specialised and personalised products. As the rising cost of living stretches families’ budgets, brands will benefit from value positioning. However, value positioning can go beyond price ...

Nail Color and Care - US

Managing Common Illness - US

“The COVID-19 pandemic changed the way that consumers approach managing common illness. While consumers still rely on traditional OTC cough, cold, and flu remedies to treat symptoms of common illness, they have also begun to look for immune-boosting ingredients in an effort to prevent future illness. As consumers return to ...

Shampoo, Conditioner and Hairstyling Products - US

“The shampoo, conditioner and hairstyling products market has shown slow yet steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration. Although the disruptions brought on by the pandemic didn’t lead to a massive decline across the total market, COVID-19 ...

Beauty Influencers - US

“The beauty industry as a whole has weathered the COVID-19 storm, and beauty influencers welcomed new audiences. Previously a young (wo)man’s game, the expanding reach of influencers in the space leaves room for creators that appeal to a more diverse array of users, including men, consumers age 45+ and ...

Beauty and Personal Care - International

“After the pandemic lockdowns of 2020 eased, and consumers began returning to salons in 2021, the nail color and care market still thrived. There are a number of opportunities for nail brands – from cross-category collaboration, to increased environmental sustainability efforts. Technology will also increasingly play a role in nail ...

March 2022

Children and Health - US

“The children’s health category continues to have a wide reach, with approximately 74% of parents relying on OTC remedies and VMS products to maintain their children’s health. Market sales remain strong, at \$3 billion, despite lingering pandemic uncertainty and rising inflation. Mintel predicts that the children’s health market will grow ...

Beauty and Personal Care Retailing - Italy

“Still primarily store-based, the beauty and personal care retailing sector was significantly affected by the COVID-19 pandemic in 2020 but managed to claw back most of the losses in spending in 2021. The growing cost of living crisis will place a greater focus on price and value during the next ...

Beauty and Personal Care Retailing - Europe

“COVID-19 saw beauty and personal care specialist retailers benefit from rising soap, bath & shower value sales due to a strong boost from increased hand washing behaviours and a focus on essential-only purchasing amongst consumers while discretionary beauty purchases were more subdued. The ongoing global pandemic turbo-charged ecommerce over 2020 ...

Women's Haircare - UK

“Women’s haircare showed strong value growth in 2021, boosted by the styling segment which benefited from the return of social occasions. Hair health priorities will continue to drive a preference for treatment products, while scalp health remains an area of interest. Women show a willingness to trade up in this ...

Beauty and Personal Care Retailing - Spain

“After the blow caused by the onset of the COVID-19 pandemic, the Spanish beauty and personal care sector is now showing signs of recovery and sales are edging closer to pre-pandemic level. However, with the virus still in circulation, retailers need to rethink classic features of the in-store beauty shopping ...

Beauty and Personal Care Retailing - France

“The more discretionary end of beauty and personal care spending will see a stronger impact from the increases in the cost of living, but retailers need to go beyond the blunt instrument of price in their reaction to this. Consumer attitudes and behaviours are changing and they are looking for ...

Beauty and Personal Care Retailing - UK

“The cost-of-living squeeze will heighten savvy shopping behaviours when buying beauty and personal care products during 2022. However, price hikes don’t necessarily mean trading down, rather that people will become laser-focussed on value across all price points. Retailers and brands can encourage purchasing by promoting experiences that are good for ...

February 2022

Drug Stores - US

“Drug stores sit in a mostly comfortable position currently as the channel has seen increased sales from COVID-19 vaccinations, boosters and prescription fulfillment. While the channel holds a small lead in terms of where people shop for healthcare needs, retailers face heavy competition from the likes of mass merchandisers and ...

Shaving and Hair Removal - UK

“COVID-19, coupled with an increasingly casual culture, have deprioritised hair removal. Boredom with the current product offering, alongside consumer expectations of discounting, continue to erode market value for the UK’s shaving and hair removal products. However, growth among newer, fresher brands points to consumer interest in products that offer more ...

Diversity and Inclusivity in Beauty - US

“While the beauty industry has made strides in recent years to be more inclusive, there is still work to be done. Consumers continue to feel that there are unrealistic standards of beauty, and some groups feel entirely ignored by brands. As a result, consumers are increasing expecting brands to change ...

January 2022

Hair Colourants - UK

“While hair colourants saw a significant boost in value in 2020, the full reopening of salons saw many switch back to old colouring habits, leaving the category in significant decline in 2021, and forecast to reach pre-pandemic levels by 2022. In order to offset a return to normal habits, consumers ...

Upcoming Reports

Black Haircare - US - 2022

Soap, Bath and Shower Products - US

“After experiencing skyrocketing growth in 2020 due to stockpiling behaviors, SBS sales are expected to decline in 2021, which is a reflection of the market rebalancing itself. However, market sales are not expected to return to pre-pandemic levels, thanks to a renewed focus on hygiene and wellness. Consumers’ intention to ...

Brand Overview: BPC - UK

“Although consumer concerns around COVID-19 have declined, the ongoing disruption in terms of working habits and travelling occasions means there is a risk of BPC purchase rationalisation. This will benefit mass-market brands with a reputation for accessibility, while the increase in cost of living triggered by rising inflation will put ...

Suncare and Skin Protection - US

“After taking a short-term hit in 2020 due to social distancing measures and travel restrictions, sunscreen and skin protection sales are heating back up, thanks to the widespread distribution of vaccines and consumers’ elevated focus on skin health. However, encouraging consumers to use sunscreen during colder months and indoors is ...

The Private Label Beauty Consumer - UK

“Brexit and the pandemic brought with them uncertainty that saw shoppers adopting a savvier mindset, a trend that existed beforehand and will outrun both. Branded beauty dupes appeal to the consummate bargain hunter, however retailers can do more to drive digital discovery particularly as younger shoppers use social media to ...

Clean and Conscious Beauty - US - 2022



Beauty and Personal Care - International

Deodorants - UK - 2022

Beauty Online - UK - 2022

Ingredient Trends in Beauty and Personal Care - US - 2022

Men's Personal Care - US - 2022

The Personal Care Consumer - US - 2022

Vitamins, Minerals and Supplements - US - 2022

Black Consumers: Beauty Trends - US - 2022

Fragrances - UK - 2022

Bodycare and Deodorant - US - 2022

Colour Cosmetics - UK - 2022

Natural & Organic Toiletries - UK - 2022

Facial Skincare - US - 2022

Oral Health - US - 2022

Suncare - UK - 2022

Beauty Retailing - US - 2022

Marketing to Moms - US - 2022

The Holistic Beauty Consumer - US - 2022

The Prestige Beauty Consumer - UK - 2022

Gen Z Beauty Consumer - US - 2022

Digestive Health - US - 2022

Hand, Body and Footcare - UK - 2022

Color Cosmetics - US - 2022

Marketing to Millennials - US - 2022

Disposable Baby Products - US - 2022

Marketing to Gen Z - US - 2022