

## January 2021

### Deodorants: Inc Impact of COVID-19 - UK

“While the category was on a downward trajectory even before the pandemic, lockdowns and social distancing in 2020 saw the decline in value exacerbated. With the UK entering another national lockdown in January 2021, usage will continue to be impacted as people spend more time at home. Despite ongoing price ...

### Suncare: Inc Impact of COVID-19 - UK

“COVID-19 proved to be particularly challenging for suncare, with usage occasions severely impacted. Although demand is expected to resume in the longer term as consumers get back to normality, the pandemic has highlighted the category’s reliance on factors that brands cannot control for repeat purchase. Blurring the line between suncare ...

## December 2020

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

“The November lockdown of England will bring the already fragile economic recovery to a sharp halt. The Office of Budget Responsibility expects the UK’s economic output to fall by 11.3% over the course of the year, before growing by 5.5% in 2021, and finally recovering to pre-COVID levels ...

## October 2020

### Beauty Devices, Tools and Accessories: Inc Impact of COVID-19 - UK

“Innovation has driven demand for beauty/grooming devices, tools and accessories in recent years, and the value of the market was further boosted by COVID-19 as consumers embraced DIY alternatives in place of professional treatments. The category’s non-discretionary nature and ties to wellbeing will buoy demand going forward, but consumers ...

### 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

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

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 ...

“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 ...

## 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 ...

### Natural and Organic Toiletries: Inc Impact of COVID-19 - UK

“Demand for natural/organic BPC has been boosted by the clean movement, which will be accelerated by the

COVID-19 outbreak. As consumers are taking more notice of BPC ingredients because of concerns around safety, brands have responded with an emphasis on free-from claims. However, the COVID-19 outbreak will leave health-conscious ...

### June 2020

#### The Impact of COVID-19 on BPC - UK

“The COVID-19 outbreak will drive significant loss in value for the beauty market in 2020 as the lockdown period has not only limited retail sales, but has also affected usage habits. Whilst some categories such as skincare will see growth, this won't be enough to offset losses in other sectors ...

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

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

### May 2020

#### Babies' and Children's Personal Care Products, Nappies and Wipes: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak will slow value decline in 2020, as parents stockpile on essentials in the short-term. Buying behaviours will normalise however, and the category is set to continue on its downward trajectory as birth rates continue to decline and parents streamline their routines. The COVID-19 outbreak will leave household ...

#### Gifts in Beauty & Personal Care: Inc Impact of COVID-19 - UK

#### Beauty Influencers and Educators: Inc Impact of COVID-19 - UK

“In search of impartial advice without pressure to purchase, BPC consumers are turning to the online channel for beauty and grooming advice and expertise. The COVID-19 outbreak will accelerate this shift as retailers placed their online services front and centre during the lockdown. Going forward, stores will continue to play ...

#### Shaving and Hair Removal: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak will accelerate the price-driven nature of this sector, meaning that a market that was already expected to be in decline will face an even greater short-term challenge. However, consumers do show interest in added-value propositions, such as skincare benefits and personalisation, indicating NPD opportunities for brands in ...

“The COVID-19 outbreak will impact buying behaviours when it comes to gifting in BPC, as the sector becomes a low priority in the short term. There will be a shift to online buying, and the prestige sectors in particular will take longer to recover as household finances are squeezed. However ...

### March 2020

#### Women's Haircare - UK

“Women’s haircare continues on a downward trajectory when it comes to value sales, with the styling segment in particular suffering losses. Hair health is paramount to women, impacting haircare behaviours through a reduction in frequency of washing and styling hair. Whilst ‘clean’ and natural claims continue to be important, sustainability ...

#### Men's Haircare and Skincare - UK

“A continued decline in value sales of men’s haircare and skincare is creating a challenging environment for both brands and retailers. Savvy shopping habits are putting downward pressure on prices in both categories, and men still favour a basic routine. Opportunities to reinstate growth in the market lie in personalisation ...

#### Consumers and the Economic Outlook - UK

“The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel’s consumer ...

### February 2020

#### Feminine Hygiene and Sanitary Protection Products - UK

“The feminine hygiene and sanitary protection category has been steadily growing in recent years, bolstered by strong sales in the incontinence sector and a beauty revamp of the feminine hygiene sector. The sanitary protection sector, however, is dampening growth; signalling that brands must do more to respond to growing environmental ...

#### The Green BPC Consumer - UK

“Demand for green BPC is strong, and brands are responding with increased NPD, but there is still room for growth, as consumers still show a preference for regular beauty and grooming products. More education is needed, and proof that products are more sustainable than others on the market may be ...

#### First Aid - UK

“The value of the first aid category has fluctuated in recent years and is estimated to show significant decline in 2019 due to reduced NPD and competition from the private label sector. Future growth will come from brands offering consumers added value propositions, as well as engaging with them using ...

**January 2020****Beauty and Personal Care  
Retailing - UK**

“As the value of the beauty and personal care sector has fallen into decline, with even beauty seeing negative growth in 2019, retailers need to ensure that they focus on the growth opportunities presented by two key demographics – Gen Z and older women aged 55+. Teens are increasingly being ...

**Brand Overview: BPC - UK**

“Contemporary consumers are sensitive to the idea of glamour, exclusivity and indulgence, suggesting that BPC products that balance functionality with intangible perceptions of luxury have the potential to resonate widely among consumers. However, ethics have also come into play, and consumers are putting the BPC industry under scrutiny. Increasingly, consumers ...

**Hair Colourants - UK**

“Demand for hair colourants has been subdued by the pro-ageing movement, with older consumers opting to embrace their greys rather than cover them. Young consumers have remained engaged but favour lower-value temporary products, suggesting that brands need to find ways to encourage them to spend more. Personalisation will be crucial ...