

### June 2022

#### Women's Facial Skincare - UK

“Value growth in women’s facial skincare will be largely driven by inflation in 2022, and the comparison capabilities of the online channel will facilitate savvy shopping habits, exacerbating challenges around value growth in the category. To offset this, brands can look to prove product claims in order to instil purchase ...

#### 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 ...

#### Beauty Influencers and Educators - UK

“An income squeeze will accentuate the role of pre-purchase research, and create opportunities for services that offer advice around value alternatives to prestige products. Trust in sources of beauty/grooming advice is evolving as medical professionals gain a greater voice. Moving forward, the store will remain an important touchpoint, but ...

### 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 ...

#### Sustainability in Beauty & Personal Care - UK

“Although consumer awareness of environmental issues is a cause of anxiety, the proportion buying eco-friendly BPC products has not changed significantly in recent years. Consumer confusion and cynicism around green claims underpin this, highlighting the need for universal industry standards and regulation around eco claims, particularly as many also defer ...