

### October 2020

#### Vitamins, Minerals and Supplements Trends: Incl Impact of COVID-19 - US

“The vitamins, minerals and supplements market will continue to grow despite the economic downturn, due to strong associations in supporting specific areas of wellness, particularly ones trending in the time of COVID-19. While multivitamins continue to show highest usage, consumer demand for more targeted benefits beyond overall wellness continues to ...

#### 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 ...

#### Perceptions of Beauty across Generations: Incl Impact of COVID-19 - US

“The once singular approach to beauty marketing and product development is no longer cutting it for consumers. While preferences and engagement varies by generation, nearly all consumer groups have mixed emotions when it comes to beauty. Consumers recognize that beauty products can provide a self-esteem boost but also feel that ...

#### Feminine Hygiene and Sanitary Protection Products: Incl Impact of COVID-19 - US

“The feminine hygiene and sanitary protection category is in a moment of growth and evolution. Consumer expectations are extending beyond functional needs, challenging key players to offer eco-friendly packaging, natural/organic materials and ingredient transparency at affordable price points. At the same time, brands have opportunity to grow user knowledge ...

### 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 ...

#### Men's Personal Care: Incl Impact of COVID-19 - US

“Prior to COVID-19's arrival to the United States, the market was expected to continue experiencing slow yet steady growth through 2025. However, with more Americans practicing social distancing and working from home, the market is expected to see slower growth from 2020 than originally estimated, as some men feel less ...

#### Black Haircare: Incl Impact of COVID-19 - US

“A majority of Black consumers say that their priorities about their appearance have not changed during the pandemic, which gives insight into their regard for personal style. Hair is foundational to Black consumers' looks, so they will continue to buy haircare products during lean economic times. However, people in a ...

#### Gen Z Beauty Consumer: Incl Impact of COVID-19 - US

“The COVID-19 pandemic will have a profound and lasting impact on both Gen Z, and the beauty industry as a whole. Gen Z consumers dictate beauty trends, making them a key audience for brands in the beauty space. The financial impact from the pandemic will disproportionately impact Gen Z, and ...

### Vitamins, Minerals, and Supplements Consumer: Incl Impact of COVID-19 - US

“Vitamins, minerals and supplements comprise a dynamic market that has seen consistent growth for over a decade. Dedicated VMS consumers consider these products to be a staple to their overall wellbeing, and most will budget for them despite economic hardships. Still, products with high-quality ingredients at the lowest price point ...

### 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 ...

### Digestive Health: Incl Impact of COVID-19 - US

“During the COVID-19 pandemic, adults are re-evaluating the causes of certain physical health symptoms they experience. The majority of adults attribute an increase in digestive health concerns since the start of COVID-19 to heightened feelings of stress and worry. Consumers will seek ways to gain control of health changes, such ...

## 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 ...

### Color Cosmetics: Incl Impact of COVID-19 - US

### Marketing to Moms: Incl Impact of COVID-19 - US

“In 2020, moms are facing unexpected challenges. Between maintaining their family’s health and safety through the COVID-19 pandemic and addressing and explaining the various aspects of the Black Lives Matter movement and demonstrations to their children, moms have had their hands full. However, even given all of this, moms still ...

### 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 ...

### Marketing to Gen X: Incl Impact of COVID-19 - US

“Generation Xers crave stability and the reassurance that they will be prepared for the future. Financial concerns make them value-driven shoppers and they look for purchases that offer quality products and affordable pricing rather than a distinctive brand personality. The current recession will only intensify their budget-mindedness as Gen Xers ...

### Personal Care Consumer: Incl Impact of COVID-19 - US

## Beauty and Personal Care - International

“COVID-19 has dramatically impacted the color cosmetic landscape. During the lockdown phase of the pandemic, the need/desire to wear makeup was mitigated as consumers limited their interactions outside of the home. Even as states relax restrictions, the ongoing use of protective face masks creates new challenges and will prolong ...

“The impact of COVID-19 is apparent in every industry across the globe, and personal care is not immune. In fact, certain elements of consumers’ personal care routines (eg shaving, hair washing) slid a bit during lockdown, leading to longer purchase cycles. Despite some struggling segments, the personal care market is ...

### 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 ...