

September 2021

The Natural Health Consumer - US

“Natural health OTC products are uniquely positioned to reach consumers worried about the safety of traditional ingredients who also want to actively treat or prevent certain symptoms or illnesses. The barrier, however, is that many consumers do not know which products or ingredients are right for them, making traditional products ...

August 2021

Color Cosmetics - US

“After a steep hit in 2020, the category is beginning to pick back up as interactions outside the home increase and usage of protective face coverings subside. Pent-up demand and a desire for fun is helping to speed recovery.

As we reemerge from the pandemic, expect a larger focus on ...

Women's Facial Skincare - UK

“Women have embraced multistep skincare routines during the COVID-19 outbreak, with product usage seeing a significant increase and growth in spend robust despite cautious spending habits. Women have prioritised facial skincare over other BPC categories, seeking to improve the health and appearance of the skin in parallel with reduced makeup ...

July 2021

Colour Cosmetics - UK

“Colour cosmetics has seen significant disengagement largely due to the pandemic, with return to ‘normal life’ boding well for the category as the return of social occasions will impact usage behaviours. Long-term growth will come from aligning with key consumer trends; the increased focus on skincare presents opportunities not just ...

Managing Skin Conditions and Allergies - UK

“The pandemic has had a direct effect on the experience of both allergies and skin conditions. Whilst both segments are needs-driven, lockdowns and the wearing of masks has reduced exposure to pollen – reducing need for OTC hay fever remedies – but face coverings are causing skin irritation and breakouts ...

Bodycare and Deodorant - US

“The bodycare and APDO market has shown slow yet steady growth since 2016, which can partially be attributed to the essential nature of the category and stable market penetration. Shelter-in-place orders enacted during the pandemic caused some consumers to take a relaxed approach to APDO, leading to less frequent usage ...

Oral Care - UK

“The oral care category continued into decline in 2020 as savvy shopping behaviours remained ingrained. Relaxed attitudes towards oral care during long periods of social distancing also impacted value. As consumers adapt to limited access to dental professionals due to social distancing restrictions, brands can support consumers self-treating with virtual ...

June 2021

Beauty and Personal Care - International

Facial Skincare - US

“The stress and health concerns brought on by the pandemic had a varied impact on facial skincare routines and product usage. A greater focus on both physical skin health and mental health drove usage of skincare products like treatments, masks and even cleansers – allowing the market to stave off ...

Shaving and Hair Removal - US

“The shaving and hair removal market is highly price sensitive and was already on a sluggish trajectory before COVID-19, which can partially be attributed to consumers’ relaxed approach to shaving and hair removal routines, leading to less frequent usage of products. Shelter-in-place orders enacted during the pandemic caused consumers to ...

May 2021

Salon & Spa Services Retailing - US

“The pandemic caused an immediate disruption to salons and spas and caused a change in consumers’ needs and routines within the category. This change in needs and behavior will continue moving forward as some consumers have grown more comfortable doing things on their own or receiving fewer treatments. To maintain ...

Shampoo, Conditioner and Hairstyling Products - US

“The stress, anxiety and health concerns spurred by the pandemic had a varied impact on haircare routines and product usage. A desire to support both mental and hair health saw consumers approach their routines with a self-care lens, boosting usage of conditioning products and increasing washing frequency. At the same ...

Women's Haircare - UK

“Women’s haircare/styling routines were relaxing even before the pandemic, however, stay-at-home measures have significantly impacted usage behaviours, with a shift in routines set to remain. Styling has seen the greatest setback, however, across all segments brands

Marketing to Millennials - US

“Having just survived their second economic recession in 15 years, Millennials are prioritizing a stable career and financial independence before making any other major life decisions. However, a shift in priorities can be seen for Millennials in their mid-30s. These older Millennials are prioritizing marriage and especially parenthood. Meanwhile, younger ...

Oral Health - US

“The oral care industry fosters innovative product formulas, marketing strategies and tech-based solutions. The market is resonating with consumers now more than ever before, with many adults saying they are investing more time and products into their oral care routines. COVID-19 sparked a newfound comfort in at-home rituals, which further ...

Marketing to Generation Z - US

“Refusing to fall in line with previous generations, Gen Z consumers are adamant about forging their own path. They want to be seen as change makers with unique and creative solutions, who aren’t afraid to take on the world’s biggest issues. However, behind the scenes, increased use of technology and ...

Beauty Influencers - US

“COVID-19 has accelerated the divide of the social media landscape. With consumers spending more time at home and online, engagement across social media platforms has increased and the role of beauty influencers has never been stronger. However, the highly sensitized events over the past year has seen more influencer and ...

that have maintained marketing activity and innovated in areas of interest to the ...

April 2021

Managing Common Illness - US

“OTC cold, cough, flu and allergy remedies are facing a time of forced adaptation. The illness management market suffered significantly from 2020-21 due to increased illness prevention behaviors adopted by consumers. Simple habits, such as use of hand sanitizer, taking immune system support products and increased hand washing are likely ...

Disposable Baby Products - US

“The disposable baby products market has struggled in recent years as birthrates continue to decline. Economic uncertainty caused by the COVID-19 outbreak will accelerate this trend, as people tend to wait until they have more financial security before starting or expanding their families. However, adults having children later in life ...

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 ...

Smoking Cessation and E-cigarettes - UK

“The pandemic has increased smoking ad vaping frequencies, despite smokers being more concerned about their respiratory health and the impact that COVID-19 could have on them. In addition, with access to health professionals being hindered by the pandemic, many may have postponed plans to quit. The smoking cessation category also ...

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 ...

Nail Color and Care - US

“The nail color and care market is ripe for innovation. While the pandemic has lifted sales, category frustrations and shifting product usage preferences among younger adults challenge continued strong growth. To sustain market momentum, brands must develop products that meet the next generation's needs and expectations. Easy to use formats ...

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

Soap, Bath and Shower Products - US

“COVID-19 has put hygiene and wellness at the forefront of consumers’ minds, fueling the demand for soap, bath and shower products, particularly hand sanitizer and soap. The hand sanitizer segment will see continued growth and innovation as the product becomes a hygiene essential. A renewed focus on self-care will also ...

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 ...

Diversity and Inclusivity in Beauty - US

“Diversity in beauty is not a marketing tactic – it’s an essential practice and must be a key area of focus among every beauty brand on the market today. It requires a strong commitment from brands to listen and collaborate with members of underserved groups to ensure successful and meaningful ...

Beauty and Personal Care Retailing - Spain

“Beauty and personal care specialists suffered in 2020 as lockdowns led to temporary store closures across the country. Ecommerce was a clear winner and many specialists have pivoted to multichannel strategies. Concerns around the pandemic are still particularly high in Spain and retailers will have to improve the in-store experience ...

Beauty and Personal Care Retailing - Europe

“With stores deemed non-essential closed in order to curb the spread of COVID-19, many brands and retailers saw their overall sales fall in 2020. There was growth in online sales but this could not offset the loss of trade in

Beauty and Personal Care - International

Drug Stores - US

“It’s a challenging time for drug stores. However, with a global pandemic shaping consumer perceptions and behaviors, including influencing more proactivity when it comes to managing their holistic wellbeing, drug stores have never been in a more prime position to shine. The future of the drug store channel involves offering ...

Children and Health - US

“The children’s health market has strong reach, with nearly three quarters of parents giving their kids OTC pediatric remedies and VMS products, respectively. To that end, market sales have reached more than \$2.5 billion in 2020 and forecasted for steady growth over the next five years. COVID-19 impacted segment ...

Beauty and Personal Care Retailing - France

“France has experienced two national lockdowns, as well as a nationwide curfew and restrictions on store opening times. This has shifted a large amount of spending on BPC online and forced many specialists to redouble their efforts to develop or accelerate their internet offer. Many have showed real adaptability, particularly ...

Beauty and Personal Care Retailing - Italy

“The COVID-19 outbreak has been challenging for the beauty and personal care retailing sector in Italy but many of the leading retailers have managed to partly mitigate its impact by ramping up their online operations. We expect to see a continued shift towards online which will lead to retailers to ...

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

bricks-and-mortar outlets. We expect the most successful retailers will be ...

buying. One of the big opportunities is for brands to focus on in-home beauty treatments and ...

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

Home Hair Color - US

“In the absence of salons, more consumers turned to at-home solutions, leading to increased usage of home hair color products. While salon closures during lockdown certainly benefited the at-home hair color market in the short-term, some consumers plan to stick with at-home hair color products to curb spending or minimize ...

Brand Overview: BPC - 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 ...

Health Management Trends - US

“Personal health management is evolving as consumers encounter new health concerns, personal safety needs and heightened emotional stressors. Adults are focusing on managing health and wellness goals, with learnings from the previous year. Illness prevention, prioritizing quality time, stress management and recovery are key themes that will support consumers’ desire ...

Upcoming Reports

Clean Beauty - US - 2021

Suncare - UK - 2021

Approach to Health Management - US - 2021

Fragrance Trends in Beauty - US - 2021

Self Diagnostics - US - 2021

The Private Label Beauty Consumer - UK - 2021

Beauty Retailing - US - 2021

Ingredient Trends in Beauty and Personal Care - US - 2021



Beauty and Personal Care - International

**Contraceptives and Sexual Health
- US - 2021**

Men's Personal Care - US - 2021

Beauty Devices - US - 2021

Fragrances - UK - 2021

**The BPC Purchase Journey - UK -
2021**

**Vitamins and Supplements - UK -
2021**

In-salon Hair Services - UK - 2021

**Spa, Salon and In-store
Treatments - UK - 2021**

Digestive Health - US - 2021

Marketing to Moms - US - 2021

**The Vitamins, Minerals and
Supplements Shopper - US - 2021**