

December 2021

Suncare - UK

“The easing of international travel restrictions and surge in staycations have supported the recovery of suncare in 2021. However, the pandemic has highlighted the category’s dependence on overseas holidays and domestic weather conditions. As consumers simplify their BPC routines, the category also faces threats from adjacent categories where NPDP in ...

Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

November 2021

Skincare Ingredients and Format Trends - UK

“While awareness of popular skincare ingredients, such as vitamin C and collagen, is high, a much lower proportion of facial skincare users seek these ingredients out, pointing to a gap between awareness and knowledge. The pandemic has led to consumers craving more information, both on functionality but also ingredient sourcing ...

The BPC Purchase Journey - UK

“The BPC purchase journey is becoming less linear and more complicated, with consumers researching brands and products across multiple touch points and buying products from a broader range of channels than ever before. However, consumers are craving an easier path to purchase. As a result, retailers that educate consumers and ...

Spa, Salon and In-store Treatments - UK

“Professional beauty services faced a tough year in 2020, witnessing a 40% value decline to £4.8 billion. With venues obligated to close during lockdowns and operating on reduced capacity in between, treatment frequency was impacted. The full reopening of the sector in the second half of 2021 bodes well ...

October 2021

In-salon Hair Services - UK

“In-salon hair services have been a major casualty of the COVID-19 outbreak, with value dropping by 45% in 2020 to £4.3 billion. As their customers have learned to live without them at home, hair professionals will have to embrace this change to survive. Create expert tutorials, personalised products, and ...