

August 2023

Fragrances - UK

“The fragrance category continued to see growth in 2023, boosted by inflation and product innovation. The desirability of the category attracts consumers from all genders and generations. However, it will have to adapt to a growing polarisation of consumer tastes as they navigate between low-budget dupes and high-end perfumes. Fragrance ...

Colour Cosmetics - UK

“A combination of inflation driving up prices, and continued post-pandemic recovery, will boost value growth in colour cosmetics in 2023. Despite the income squeeze, the prestige segment is set to outperform, as women look to treat themselves to affordable luxuries. Looking ahead, as financial concerns subside, makeup usage occasions will ...

Hand, Body and Footcare - UK

“Despite the income-squeeze impacting consumer spending power, the hand, body and footcare category is expected to grow in 2023. Consumers value their body skin as much as they do their facial skin and are interested in products to help tackle signs of ageing, blemishes or atopic skin. More innovation in ...

July 2023

Women's Facial Skincare - UK

“Women’s facial skincare will feel the benefit of price rises in 2023, with this boosting value growth in the category. However, despite a challenging economic setting, women still appear willing to experiment with new formats. There’s room to boost growth by supporting women adopting behaviours such as skincare layering or ...

Oral Care - UK

“As financial concerns heighten, consumers are looking for innovative at-home oral care treatments and expert validation for oral care products. Societal pressure for white and straight teeth has led to a focus on cosmetic dentistry, but there is an opportunity for brands to diversify marketing campaigns and create a more ...

June 2023

Soap, Bath and Shower Products - UK

“The soap, bath and shower category suffered a post-COVID-19 decline in 2021 and 2022, but 2023 will see value sales in the category steady. The income-squeeze is impacting bathing and purchase behaviours, and brands can underline value with large pack sizes and price locks in response. For consumers with room ...

May 2023

Men's Haircare and Skincare - UK

Women's Haircare - UK

Beauty and Personal Care - UK

“Men’s haircare and facial skincare benefitted from expected value growth in 2022, boosted by inflationary price rises. Brands can combat savvy shopping behaviours amid the current income squeeze and strive to add value in ways beyond price, whether this be around purchase experience or loyalty rewards, for example. Innovation in ...

“While driven in part by inflation and COVID-19 recovery, the haircare category is growing as consumers see products in the category as an affordable pick-me-up amid the cost of living crisis. An increased attention on hair health means strengthening and growth are prioritised, but lack of enthusiasm for ingredients that ...

March 2023

Diversity in BPC - UK

“As an intricate sector, the conversation surrounding diversity in BPC continues to expand, with progress made toward the inclusion in marketing, NPD and retail. The cost of living crisis will, however, present concerns over affordability and accessibility for all needs. Trading down may not be a viable option, therefore brands ...

Professional Beauty and Grooming Treatments - UK

“Post-COVID-19 recovery is expected to continue within professional treatments in 2023, with the sector set to return to pre-pandemic value levels in 2025. Recovery will be hindered by value-led attitudes amid the ongoing income squeeze, signalling opportunity to cater for those on a budget with cheaper treatment options. Longer-term, treatment ...

February 2023

Beauty and Personal Care Retailing - UK

“Amid an ongoing income squeeze, the BPC market has proven more resilient than other sectors as consumers have turned to beauty as an affordable means to lift their mood. As retailers embrace different strategies to remain attractive to value-centric consumers, they need to ensure that they still continue to innovate ...

Beauty and Grooming Devices, Tools and Accessories - UK

“The value of the beauty and grooming devices, tools and accessories category continued to grow in 2022, supported by a continued preference for products that enhance efficacy in BPC. Rising energy bills present an opportunity for brands within the electrical space to drive trading-up behaviours by emphasising the longer-term benefits ...

Brand Overview: BPC - UK

“As the spotlight on value becomes ever brighter amid the current cost-of-living crisis, beauty and personal care brands will have to prove to consumers that their products have a deserved place in shopping baskets. Brands benefiting from high levels of loyalty are best placed to do this, while brands can ...

January 2023

Hair Colourants - UK

Shaving and Hair Removal - UK



Beauty and Personal Care - UK

“The income squeeze is limiting consumers’ ability to make use of professional colour services, benefitting the at-home hair colourants category. Brands can respond with products that blur the line between at-home and professional treatments to appeal to those trading down from salon services. Meanwhile, the category risks budget-conscious consumers dropping ...

“Value sales of shaving and hair removal products increased in 2022, with growth forecast to continue, driven by inflation. The category continues to battle relaxed attitudes toward hair removal, which have led to reduced usage frequencies. The cost of living crisis is further challenging the category as it is encouraging ...

Upcoming Reports

BPC Online - UK - 2023

Fragrance Trends in BPC - UK - 2023

Facial Skincare Format and Ingredient Trends - UK - 2023

Suncare - UK - 2023

Managing Stress and Wellbeing - UK - 2023

Sustainability in BPC - UK - 2023