

December 2017

Suncare - UK

“The value increase in the suncare market is thanks to sun protection. Led by frequent usage rather than advances in innovation, shoppers are trading down to more basic sun protection to overcome extra expense. Aftersun remains a small segment with consumers unconvinced by its benefits, while self-tanning has fallen victim ...

Natural, Organic and Ethical Toiletries - UK

“Ethical considerations are very closely connected to perceptions of natural/organic, with consumers associating brands with a strong natural/organic positioning as being ethical. Ethics are important to the consumer particularly when using a brand for the first time, highlighting the importance of brands promoting their ethical credentials to win ...

November 2017

Holiday Beauty - UK

“NPD in the holiday beauty sector largely focuses on convenience, with travel-sized products and on-the-go claims. However, with the majority of people choosing not to buy beauty products specifically for use on holidays there is a perceived lack of need in the sector. NPD in products by holiday type as ...

Children's Personal Care Products - UK

“In a bid for safety, parents and brands alike turn to natural ingredients to provide gentle care. However, premium prices will still turn shoppers away as financial concerns mean less spend on non-essentials. Products that assist younger children could be a good opportunity, as well as appealing to the growing ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumers’ spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

October 2017

Beauty Online - UK

“Slow growth is anticipated for the online beauty market as consumers still trust in the physical. Online trust can come through guiding shoppers via clear and helpful navigation, as well as positive ratings from real users. Shoppers are wary of product recommendations from famous influencers, and appreciate the ability to ...

September 2017

Beauty and Personal Care - UK

Vitamins and Supplements - UK

“The UK’s health trend has underpinned much of the success in the market over the last 4 years; however, an increasing focus on exercise and healthy eating has lessened consumer reliance upon vitamins and supplements. The upsurge in popularity of elimination diets provides an opportunity, while exploring tailored supplement plans ...

Spa, Salon and In-store Treatments - UK

“The sector continues to see slow and steady growth, as the proportion of people having treatments such as facials and massages saw a rise in the period 2015-17. Beauty treatments, however, remain associated with special occasions and treats, suggesting that significant growth will come from overcoming this perception. Value also ...

August 2017

In-salon Hair Services - UK

“The current expected value growth of the in-salon hair services market can be credited to expensive colour trends and a subsequent focus on hair health. However, a predicted decline in disposable income will mean salons need to prove their value in innovative ways, and reward current clientele to ensure their ...

Fragrances - UK

“After two years of disappointing sales performance, the fragrance sector is estimated to see modest growth in 2017. NPD in both the fragrances and body spray sector has encouraged people to spend more, however, consumers remain price-savvy and high-end fashion brands increasingly face competition from beauty and high street fashion ...

Consumers and the Economic Outlook: Quarterly Update - UK

“The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

July 2017

Oral Care - UK

“As a hygiene essential, the category continues to experience some growth in the face of price promotions. However, a reduction in oral care routines is undermining true growth potential, with mouthwash falling from favour. A focus on reinvigorating interest in mouthwashing through new usage propositions could benefit the overall category ...

Managing Skin Conditions - UK

“A poorly-funded health service means those with skin conditions are becoming more self-sufficient; diagnosing their own ailments and looking for organic solutions to fit their lifestyle. This could create opportunities for the non-prescription market to develop more natural products, or extend into segments previously off-limits due to skin sensitivity. Retailers ...

OTC Analgesics - UK

“A need to keep going at work is helping to keep the value of the category afloat, but it is increasingly under

threat from consumers trading down to generic painkillers. Some adults are also turning to alternative methods of pain relief, potentially taking them away from buying OTC remedies, which ...

June 2017

Men's Facial Skincare - UK

“The men’s facial skincare category shows evidence of having reached its peak, with a plateau in value in 2016 and an estimated decline in 2017. With NPD falling, there is little to entice new users to enter the sector, whilst low usage frequency amongst existing users is further stifling the ...

Women's Facial Skincare - UK

“No longer using wipes and moisturisers to solve every issue, women are discovering the benefits of cleansing, cleaner living, and high-quality products on their skin. A new focus on natural radiance has distracted women from other concerns such as ageing, creating a need for brands to step in and remind ...

May 2017

Colour Cosmetics - UK

“The colour cosmetics category continues to show strong year-on-year growth, although this is being driven by trends rather than innovation. Indeed, NPD has shown an overall decline since 2014 whilst purchase is up, suggesting that make-up trends continue to encourage women to browse and buy in the sector. Whilst diversity ...

April 2017

Hand, Body and Footcare - UK

“Consumers are growing bored due to less innovation and advertising spend in hand, body and footcare. The prestige sector should copy professional treatments as the trade down from premium to mass brands accelerates, or partner with fashion and social media. Basic consumers care about skin comfort and relief. Brands can ...

Hair Colourants - UK

“The hair colourants category has fluctuated in value in recent years as temporary colour products, which are typically priced lower than permanent products, continue to boom in popularity. Consumers are also showing a more relaxed approach to colouring, with colourant users extending the longevity of their colour as well as ...

March 2017

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote.

Women's Haircare - UK

“The women’s haircare sector has struggled to show growth in recent years as savvy shopping behaviours continue to take their toll, with the category showing value growth of just 0.3% in 2016. The value of the

Beauty and Personal Care - UK

When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK's economic growth, and most feel ...

prestige sector has shown a particular rise, keeping the category afloat, suggesting a ...

February 2017

Soap, Bath and Shower Products - UK

“The soap, bath and shower market continues to be hindered by decreasing product usage, with competitive pricing strategies having a greater influence than new product innovations. There are, however, opportunities in the market to encourage trading up, such as focusing on lifestyle trends to promote the emotional and functional benefits ...

Men's and Women's Beauty and Grooming Routines - UK

“Appearance is so crucial to confidence that today's adults aim to conduct the vast majority of their beauty and grooming tasks before facing the day ahead. However, busy lifestyles are taking their toll, which could spell trouble for products that require a greater level of time commitment. Harnessing the potential ...

January 2017

Beauty Retailing - UK

“The beauty retail market is experiencing slowing growth as consumers are spending less, notably on basic products within the personal care segment. Stores remain vital to the beauty purchase process; and by investing in new services and technology, retailers are able to add value to their offering that cannot be ...