

July 2020

The Impact of COVID-19 on Household, Home Care and Personal Care - US

“While the future of the US and global economy remains unclear, we should not expect that the resolution of the COVID-19 pandemic will be a return to 2019 reality. Many players are understandably focused on reacting to short-term challenges and demands presented by the circumstances, such as meeting the consumer ...

Bodycare and Deodorant: Incl Impact of COVID-19 - US

“Prior to COVID-19’s arrival to the United States, the bodycare and deodorant market was expected to experience higher levels of growth in 2020 than in previous years, largely due to consumers’ elevated interest in natural and premium deodorant offerings. However, with more Americans practicing social distancing and working from home ...

June 2020

Facial Skincare and Anti-aging: Incl Impact of COVID-19 - US

“As the majority of Americans limit their interactions outside the home due to the COVID-19 pandemic, facial skincare routines become less of a priority, as consumers shift focus to their physical and mental health. In addition, economic instability leads to more conservative category spending. As a result, the market is ...

Oral Health: Incl Impact of COVID-19 - US

“During the COVID-19 pandemic, job and income loss have caused consumers to limit discretionary spending. Certain aspects of personal care are less important during shelter-in-place and therefore deprioritized. Maintaining oral care is considered an essential of daily health and hygiene, supporting consistent product usage throughout the outbreak and beyond. Tapping ...

May 2020

Shaving and Hair Removal: Incl Impact of COVID-19 - US

“Over the last few years, consumers, particularly younger adults, have been taking a relaxed approach to their shaving and hair removal routines, contributing to the market's sluggish sales growth. With more Americans practicing social distancing and working from home due to shelter-in-place orders, consumers will take an even more ...

Shampoo, Conditioner and Hairstyling Products: Incl Impact of COVID-19 - US

“As the majority of Americans shelter-in-place and limit their interactions outside the home due to the COVID-19 pandemic, hair washing and styling becomes less of a priority, leading to less frequent washing and longer purchase cycles. As a result, the haircare market is expected to take a short-term hit in ...