

## May 2022

### Giftng in BPC - UK

“The cost of living crisis will see a sharper focus on savvy shopping habits. A desire to stockpile will create demand for perennial presents that are not adorned with seasonal imagery. Anxiety triggered by a forecast recession may also help to de-seasonalise the market, particularly if brands can encourage self-gifting ...

### Beauty Influencers and Educators - UK

“An income squeeze will accentuate the role of pre-purchase research, and create opportunities for services that offer advice around value alternatives to prestige products. Trust in sources of beauty/grooming advice is evolving as medical professionals gain a greater voice. Moving forward, the store will remain an important touchpoint, but ...

## April 2022

### Men's Haircare and Skincare - UK

“Both men’s skincare and haircare witnessed a slight value decline in 2021, driven by savvy shopping behaviours caused by concerns around rising inflation. More effective positioning of products will help to drive usage, for example, better alignment between prevalent skin concerns and specialist formats will shift males away from usage ...

### Babies' and Children's Personal Care, Nappies and Wipes - UK

“The effects of strict hygiene practises have put a focus on skin health, resulting in value growth for baby moisturisers, and a demand for specialised and personalised products. As the rising cost of living stretches families’ budgets, brands will benefit from value positioning. However, value positioning can go beyond price ...

### Sustainability in Beauty & Personal Care - UK

“Although consumer awareness of environmental issues is a cause of anxiety, the proportion buying eco-friendly BPC products has not changed significantly in recent years. Consumer confusion and cynicism around green claims underpin this, highlighting the need for universal industry standards and regulation around eco claims, particularly as many also defer ...

### Consumers and the Economic Outlook Q1 - UK

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

## March 2022

### Beauty and Personal Care Retailing - UK

“The cost-of-living squeeze will heighten savvy shopping behaviours when buying beauty and personal care products during 2022. However, price hikes don’t necessarily mean trading down, rather that people will become laser-focussed on value across all price points. Retailers and brands can encourage purchasing by promoting experiences that are good for ...

### Women's Haircare - UK

“Women’s haircare showed strong value growth in 2021, boosted by the styling segment which benefited from the return of social occasions. Hair health priorities will continue to drive a preference for treatment products, while scalp health remains an area of interest. Women show a willingness to trade up in this ...

### February 2022

#### Attitudes towards Beauty and Grooming Routines - UK

“Pent-up demand in Q1 2022 will help drive consumer engagement with beauty/grooming routines, especially for those daily routines which have foundered since the start of the pandemic, notably applying makeup. There are opportunities to further boost consumer engagement with beauty/grooming routines by boldly conveying the confidence-boosting and wellness ...

#### Shaving and Hair Removal - UK

“COVID-19, coupled with an increasingly casual culture, have deprioritised hair removal. Boredom with the current product offering, alongside consumer expectations of discounting, continue to erode market value for the UK’s shaving and hair removal products. However, growth among newer, fresher brands points to consumer interest in products that offer more ...

### January 2022

#### Hair Colourants - UK

“While hair colourants saw a significant boost in value in 2020, the full reopening of salons saw many switch back to old colouring habits, leaving the category in significant decline in 2021, and forecast to reach pre-pandemic levels by 2022. In order to offset a return to normal habits, consumers ...

#### The Private Label Beauty Consumer - UK

“Brexit and the pandemic brought with them uncertainty that saw shoppers adopting a savvier mindset, a trend that existed beforehand and will outrun both. Branded beauty dupes appeal to the consummate bargain hunter, however retailers can do more to drive digital discovery particularly as younger shoppers use social media to ...

### Upcoming Reports

**Deodorants - UK - 2022**

**Beauty Online - UK - 2022**

**The Prestige Beauty Consumer - UK - 2022**

**Fragrances - UK - 2022**

**Colour Cosmetics - UK - 2022**

**Oral Care - UK - 2022**

**Consumers and the Economic Outlook Q2 - UK - 2022**

**Suncare - UK - 2022**

**Consumers and the Economic Outlook Q4 - UK - 2022**

**Consumers and the Economic Outlook Q3 - UK - 2022**

**Hand, Body and Footcare - UK - 2022**

**Natural & Organic Toiletries - UK - 2022**

**Women's Facial Skincare - UK - 2022**