

October 2019

Men's Attitudes towards Haircare and Skincare - UK

“Although men are engaged in their beauty and grooming routines and show high purchase of hair and skincare products, brands and retailers are still not capitalising on male interest in these categories. Despite high interest in male brands, mass-market retailers continue to have limited availability of male-specific lines. Men turn ...

September 2019

Vitamins and Supplements - UK

“The strong focus on diet for health benefits and the growing availability of fortified and functional food and drink present major challenges for the VMS market, making it even more important for products to create compelling standout. Organic products, fun formats with exciting flavours and vitamins/supplements tailored to individual ...

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

In-salon Hair Services - UK

“The in-salon hair services category is expected to show a 3% rise in market value in 2019 as added value and out-of-hours services encourage bookings. Whilst consumer confidence is up, an uncertain UK economy driven by Brexit could see people cutting back on ‘treats’ such as salon services. Expense is ...

August 2019

Fragrances - UK

“The market is estimated to decline by 0.8% to £1.48 billion in 2019 before a longer-term period of growth as consumers trade up to more sophisticated formats. Brands may need to consider ethical values, ingredient transparency or more unique benefits to differentiate from competitors and command a price ...

The Generation Z BPC Consumer - UK

“Generation Z are defining their own parameters of beauty and are not looking for external validations for their appearance. Self-expression is essential to this group, who are already involved in their BPC routines at a young age and buying their own products. Whilst much is speculated about the influence of ...

July 2019



Beauty and Personal Care - UK

Oral Care - UK

“Oral care routines rarely change for consumers, creating a challenge for brands that they need to overcome. However, consumer interest in their own health and wellbeing, and their understanding of how oral hygiene impacts on them emotionally means there is an opportunity for brands to insert themselves into regular consumer ...

Women's Facial Skincare - UK

“The market’s previous trajectory for growth has been short-lived, and the market is expected to decline to an estimated £1.16 billion in 2019. The move away from K-Beauty-inspired routines has been driven by women’s evolving interest in radiance and glow. Serums and oils are the formats chosen to create ...