

July 2019

Consumers and the Economic Outlook - UK

“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed about what Brexit will mean for both their own finances

...

June 2019

Hair Colourants - UK

“The growth of temporary colour has not outweighed the decline of permanent colourants, and in 2018 the market dropped by 2%. The trend towards ageing naturally means permanent colourants must seek a new heartland, while younger consumers’ expectations for exciting and changeable looks give brands the opportunity to become the ...

May 2019

Colour Cosmetics - UK

“Value growth of colour cosmetics slowed down in 2018 as women showed evidence of reducing spend by purchasing products less frequently. Whilst the category remains an experimental one, lower-priced mass-market and budget brands are being used to experiment particularly in colour makeup, keeping the overall value down. With high interest ...

April 2019

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

“Ease remains essential when it comes to beauty and grooming routines, highlighting the relevance of convenience-related claims. However, with enjoyment in the category being high, brands can innovate in solutions that offer more sensorial benefits to drive routines. Health and environmental concerns could impact the category going forward; consumers may ...

Hand, Body and Footcare - UK

“The growth of the market to £557 million in 2018 has been driven by bodycare as consumers don’t understand the need for hand and foot products. Innovation trends create a focus on all-purpose products, meaning brands must develop personality to differentiate. Links to wellness could work for footcare; feeding the ...