

March 2021

### Men's Haircare and Skincare - UK

“COVID-19’s impact on men’s haircare and skincare was polarised, improving the outlook for skincare, whilst creating a more challenging environment for haircare. Reduced usage of haircare in the short term, with the styling segment seeing particularly subdued demand, will see preferences shift, meaning brands that respond with relevant NPD and ...

### Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

### Smoking Cessation and E-cigarettes - UK

“The pandemic has increased smoking and vaping frequencies, despite smokers being more concerned about their respiratory health and the impact that COVID-19 could have on them. In addition, with access to health professionals being hindered by the pandemic, many may have postponed plans to quit. The smoking cessation category also ...

### Attitudes towards Cosmetic Procedures - UK

“The COVID-19 outbreak had a direct impact on cosmetic procedures with beauty salons and clinics forced to close for many months during the initial spring and winter lockdowns. While economic uncertainty from the pandemic could translate to a dip in the number of some cosmetic procedures in the near future ...