

December 2018

The Private Label Beauty Consumer - UK

"NPD in the private label beauty sector has seen brands becoming more competitive, resulting in changing consumer perceptions as well as a rise in the purchase of own-label beauty brands. Private label brands are considered as good as – and in some cases better than – regular brands, whilst younger ...

Deodorants - UK

"Standing at an estimated £404 million in 2018, the deodorants market decline has been triggered by lack of innovation and engagement. A core message of functionality appeals to a wide range of consumers, but also means mass brands share a very similar image. Changing how efficacy is advertised can create ...

November 2018

Consumers and the Economic Outlook - Quarterly Update - UK

"Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future."

– Rich ...

The Millennial BPC Consumer - UK

"As the largest generation in the UK, appealing to Millennials is important but challenging. Communication to this group about their appearance should be sensitive and inclusive, as many feel under pressure to keep up with peers. Innovation can be either light-hearted and fun, or reflective of Millennials' changing lifestyles, but ...

The Senior BPC Consumer - UK

"The senior BPC consumer has much the same aspirations to feel confident and look attractive as their younger counterparts, however the desire for age representation suggests that the category is still not catering to their individual needs. Despite the shift in the way ageing is discussed in brand communication, there ...

October 2018

Beauty Devices, Tools and Accessories - UK

"Although the value of electrical devices and hair appliances has grown to an estimated £834 million in 2018, new multipurpose appliances threaten long-term growth opportunities in this sector. Non-electrical tools retain popularity via design and self-expression, and consumers continue to use a wide range of non-electrical tools. Opportunity lies in ...

Shaving and Hair Removal - UK

"As both genders feel the pressure to be hair-free, facial and body hair removal rates have seen a rise, however, the category continues to show a decline in value with little in NPD encouraging people to trade up. The beard trend shows no evidence of waning in 2018 with the ...