

Hand, Nail and Foot Care - UK - January 2011

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What is this report about?

The hand and foot care categories are relatively staid with consumers for the most part being driven to the category to find solutions to their existing problems rather than to test out innovations. As the economic climate remains gloomy, nail polish can benefit from its ability to act as an inexpensive and fashionable pick-me-up. Meanwhile, touting foot care's ability to ward off problems in later life and promoting hand care as a functional little luxury that may be used several times daily may convince more adults to buy into the category.

What have we found out?

- Hand, foot and nail care products appeal to different audiences, though women are more likely than men to be engaged in all of the sectors. Women aged 65+ are a growing demographic and offering growth opportunities in the coming years.
- Hand creams have achieved the highest penetration levels; women aged 45+ are the heaviest users while younger women are less likely to apply them frequently. Foot care usage increases with age, with adults aged 65+ representing the highest volume users.
- Growth in hand care is likely to be driven by increased frequency of use. Encouraging women with young children to look after their hands when they look after their children's hygiene needs may be one means to do this.
- The foot care category has yet to gain a foothold among younger demographics. People currently tend to become engaged with the category when they have a foot problem that requires attention, and quite often these problems occur with age. Promoting products' ability to prevent, not just treat, problems will be key to making foot care a regular part of people's grooming routines.
- Nail colours are often touted as an inexpensive means of updating women's wardrobes and staying abreast of fashion trends. It may also be considered a relatively inexpensive pick me up at a time when most consumers are obliged to keep a close eye on their spending.
- Uptake of professional manicures in the UK is relatively low, with only 15% of women visiting manicurists. There is increased activity on this front however, with Superdrug opening Andrea Fulerton Nail Bars in October 2010 in some of its stores, while Tesco is currently trialling salon services – including nail bars – at a handful of sites.

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