

## Body, Hand and Footcare - UK - June 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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*"More than one in three people feel a twinge of guilt about their bodycare routine: companies have access to a potentially receptive target group (35%) who feel they should use bodycare products more often. Finding a way to harness the guilt will help boost usage and stem declining value and volume sales."*

– Alexandra Richmond, Head of Beauty and Personal Care

### In this report we answer the key questions:

- Does the bodycare market lack buzz?
- How can the sceptics be convinced?
- Are women looking for anti-ageing benefits in their bodycare products?
- How important are personal recommendations?

The body, hand and foot care market saw a less marked decline in 2012 compared to 2011, but nevertheless total retail sales fell below £400 million for the first time in four years. Total retail sales for body, hand and foot care products stood at £396 million in 2012, down 1.5% compared to the previous year. Total market sales are forecast to reach 387 in 2013, down 2.2% compared to 2012. But with over half of UK consumers suffering from dry skin, there is a significant opportunity for bodycare brands to step up their new product development in order to target consumers more efficiently.

Despite weak sales, the body remains an important factor in a woman's sense of appearance and image. With both sales and usage levels on the decline, marketers need to drive home more compelling reasons to use body, hand and foot care products.

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