

Body, Hand and Footcare - UK - June 2014

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

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“The generally-low usage amongst over-55s suggests that ageing skin has other needs which are currently under-represented in new development. When it comes to feet, regular usage of foot care products is typically limited, indicating low awareness of the importance of taking care of feet.”

– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Increasing the low engagement of older consumers in the body care category
- Raising the importance of regular foot care to drive usage
- Men showing interest and usage but could do with some help

After seeing a decline in value in past few years, the body, hand and foot care market rose in value in 2013, driven by new innovations. The launch of quick-use products in the body care segment in particular boosted the category and highlighted consumer willingness to spend more for products that help them save time in their body care routine.

Although women show higher usage across all body, hand and foot care products, a high proportion of men also show usage across segments. Driving growth in the men's category by targeting product innovations as well as guiding them in the shopping process could boost the market.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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