

Body, Hand and Footcare - US - June 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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"In spite of being a mature market, body, hand, and footcare holds opportunities for brands that emphasize therapeutic skincare and packaging innovation that reinforces convenience. Targeting untapped demographic groups such as men and multicultural consumers also presents retailers with added opportunities."

— Shannon Romanowski, Senior Beauty and Personal Care Analyst

This report looks at the following areas:

- The body, hand and foot care category is mature and price-driven
- Product usage within this category is cyclical and recurs over time
- Engagement in category declines as consumers age

After virtually no sales growth between 2009 and 2011, the body, hand, and footcare category experienced gains between 2012 and 2014. While shoppers continue to be motivated by price and routine when shopping the category, innovation surrounding packaging formats, interest in therapeutic products, and a notably cold 2013-14 winter season have helped boost body, hand, and footcare sales.

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DID YOU KNOW?

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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