

Hand, Body and Footcare - UK - April 2017

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“Consumers are growing bored due to less innovation and advertising spend in hand, body and footcare. The prestige sector should copy professional treatments as the trade down from premium to mass brands accelerates, or partner with fashion and social media.”

– **Alex Fisher, Senior Beauty Analyst**

This report looks at the following areas:

- No need for prestige
- Footcare too functional

Growth is stalling in the hand, body and footcare category due to competitive pricing and a 'trade down' mentality. Value sales have inched from £540 million in 2015 to just £541 million in 2016.

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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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