

Gifting in Beauty & Personal Care: Inc Impact of COVID-19 - UK - April 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour in gifting in Beauty and Personal Care.
- How the market will fare post-COVID-19 slowdown.
- BPC gifting occasions, and gifts purchased and received.
- Purchase behaviours related to buying BPC gifts.
- Attitudes towards sustainability in BPC gifting.

The COVID-19 outbreak has seen BPC decline as a priority in the initial weeks of the outbreak, but as consumers adjust to a new 'normal' sectors that offer wellbeing benefits such as skincare will benefit. NPD in gifts and gift sets which offer mood-enhancing and calming benefits will appeal to BPC buyers, who may look to sending gifts to their loved ones as well as treating themselves.



"The COVID-19 outbreak will impact buying behaviours when it comes to gifting in BPC, as the sector becomes a low priority in the short term. There will be a shift to online buying, and the prestige sectors in particular will take longer to recover as household finances are squeezed."

- Arpita Sharma, Household Analyst – 28th April 2020

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