

September 2022

The Prestige Beauty Consumer - UK

“A combination of post COVID-19 recovery and rising prices due to inflation will boost the prestige BPC segment in 2022. However, a challenging economic environment will see consumers seeking out discounted products, or adopting trade-down behaviours. There is opportunity for prestige brands to instil purchase confidence through proving claims and ...

August 2022

Fragrances - UK

“Post-pandemic recovery and inflation will support value growth in fragrance in 2022. A reluctance to trade down will support the prestige segment, as many look to treat themselves with affordable luxuries during times of economic uncertainty. A willingness to spend signals opportunity for innovation in personalised fragrance, which is a ...

Hand, Body and Footcare - UK

“The rising cost of living will come to define consumer spending on hand, body and footcare. However, in a crowded category where value is defined as more than product cost, brands can propose value with ingredients, wellbeing claims and skin expertise to dissuade trading down and drive usage. In innovation ...

Colour Cosmetics - UK

“Following COVID-19, women have adopted streamlined makeup routines. However, as social occasions resume and consumers return to offices, occasions for makeup-wearing become more frequent and spend is recovering. While the cost of living crisis might hinder spending, the makeup category will have a role to play in consumers' lives as ...

Natural and Organic Toiletries - UK

“While value sales of organic health and beauty products have continued to rise, inflation and the growing importance of sustainability could threaten demand for natural/organic BPC going forward. As price sensitivities grow, value-focussed NPD can dissuade consumers from moving away from natural/organic BPC. Meanwhile, science will play an ...