

October 2021

Vitamins and Supplements - UK

“Having grown strongly in 2020, sales of VMS have declined in 2021 due to consumers’ lessening health anxiety. Opportunity for growth lies in brands pushing a ‘prevention rather than cure’ approach in order to drive value sales in the long term. Organic products warrant further exploration, aligning well with consumers’ ...

Fragrances - UK

“The return of social occasions in 2021 provides a positive outlook for fragrances, while the reintroduction of in-store testers will encourage experimentation, seeing the category show some recovery in the second half of the year. Long-term growth will be muted, however, as consumers shift back to old habits, which include ...

Marketing to Moms - US

“American moms experienced mixed feelings in the past year as they balanced feelings of thankfulness with others such as exhaustion, being overwhelmed and anxiety, as their workload was aggravated during the pandemic. Despite some uncertainty due to the new COVID-19 variant, moms understand it is time for their children to ...

Digestive Health - US

“Personal health is top-of-mind for US adults amid the continued threat of COVID-19 and new virus variants, and an emphasis on the holistic nature of overall wellbeing has many consumers considering their digestive health more seriously. With gastrointestinal issues on the rise, brands and consumers alike are looking to sources ...

September 2021

Beauty Devices - US

“Pandemic circumstance – whether through stay-at-home trends, interest in wellness, or financial concerns – has had both negative and positive implications on the beauty device category. Moving forward, the category’s strong association with wellness, self-care and fun could propel growth, even as we move into recovery. Multifunctional benefits can also ...

The Natural Health Consumer - US

“Natural health OTC products are uniquely positioned to reach consumers worried about the safety of traditional ingredients who also want to actively treat or prevent certain symptoms or illnesses. The barrier, however, is that many consumers do not know which products or ingredients are right for them, making traditional products ...

August 2021

Color Cosmetics - US

“After a steep hit in 2020, the category is beginning to pick back up as interactions outside the home increase and usage of protective face coverings subside. Pent-up demand and a desire for fun is helping to speed recovery.

As we reemerge from the pandemic, expect a larger focus on ...

Women's Facial Skincare - UK

“Women have embraced multistep skincare routines during the COVID-19 outbreak, with product usage seeing a significant increase and growth in spend robust despite cautious spending habits. Women have prioritised facial skincare over other BPC categories, seeking to improve the health and appearance of the skin in parallel with reduced makeup ...

July 2021

Beauty and Personal Care - International

Colour Cosmetics - UK

“Colour cosmetics has seen significant disengagement largely due to the pandemic, with return to ‘normal life’ boding well for the category as the return of social occasions will impact usage behaviours. Long-term growth will come from aligning with key consumer trends; the increased focus on skincare presents opportunities not just ...

Bodycare and Deodorant - US

“The bodycare and APDO market has shown slow yet steady growth since 2016, which can partially be attributed to the essential nature of the category and stable market penetration. Shelter-in-place orders enacted during the pandemic caused some consumers to take a relaxed approach to APDO, leading to less frequent usage ...