

July 2023

Oral Care - UK

“As financial concerns heighten, consumers are looking for innovative at-home oral care treatments and expert validation for oral care products. Societal pressure for white and straight teeth has led to a focus on cosmetic dentistry, but there is an opportunity for brands to diversify marketing campaigns and create a more ...

June 2023

Soap, Bath and Shower Products - UK

“The soap, bath and shower category suffered a post-COVID-19 decline in 2021 and 2022, but 2023 will see value sales in the category steady. The income-squeeze is impacting bathing and purchase behaviours, and brands can underline value with large pack sizes and price locks in response. For consumers with room ...

May 2023

Men's Haircare and Skincare - UK

“Men’s haircare and facial skincare benefitted from expected value growth in 2022, boosted by inflationary price rises. Brands can combat savvy shopping behaviours amid the current income squeeze and strive to add value in ways beyond price, whether this be around purchase experience or loyalty rewards, for example. Innovation in ...

Women's Haircare - UK

“While driven in part by inflation and COVID-19 recovery, the haircare category is growing as consumers see products in the category as an affordable pick-me-up amid the cost of living crisis. An increased attention on hair health means strengthening and growth are prioritised, but lack of enthusiasm for ingredients that ...