

## January 2021

### Deodorants: Inc Impact of COVID-19 - UK

“While the category was on a downward trajectory even before the pandemic, lockdowns and social distancing in 2020 saw the decline in value exacerbated. With the UK entering another national lockdown in January 2021, usage will continue to be impacted as people spend more time at home. Despite ongoing price ...

### Suncare: Inc Impact of COVID-19 - UK

“COVID-19 proved to be particularly challenging for suncare, with usage occasions severely impacted. Although demand is expected to resume in the longer term as consumers get back to normality, the pandemic has highlighted the category’s reliance on factors that brands cannot control for repeat purchase. Blurring the line between suncare ...

### Cleaning in and around the Home: Inc Impact of COVID-19 - UK

“Amidst the difficulties of the COVID-19 pandemic, household cleaning products have enjoyed a golden period. Consumers have been cleaning more to keep them safe from the deadly virus and in response to being at home more. However, once the vaccination program progresses and the threat dissipates later in 2021, cleaning ...

### Household Packaging and Format Trends: Incl Impact of COVID-19 - US

“Homecare packaging is on the cusp of a renaissance. New materials and designs are driving improved ecommerce through lighter weight and more secure packaging, while simultaneously reducing the category’s environmental impact through reduced carbon footprints and easier recycling.

While consumers have historically paid little mind to homecare packaging, there is ...

## December 2020

### Changing Face of US Healthcare: Incl Impact of COVID-19 - US

“COVID-19 has drastically changed how adults interact with the US healthcare system, as well as what adults expect from healthcare brands. The pandemic has expedited certain trends within the healthcare space, such as the use of virtual care tools for primary care, improved accessibility to mental health resources and retail ...

## November 2020

### Water Filtration: Incl Impact of COVID-19 - US

“COVID-19 has triggered increased interest in water filtration as Americans place a greater priority on home, health and safety. This surge in demand will dissipate

### Laundry Detergents, Fabric Conditioners and Fabric Care: Inc Impact of COVID-19 - UK

## Household and Personal Care - International

just as quickly as it arrived – and the category will return to slow, steady growth. Moving forward, industry players should position water filtration as ...

“Sales of laundry products remain on a similar course to pre-COVID-19, but the pandemic has created new opportunities. Cautious consumers will consider hygiene claims appealing and on-the-go sanitising sprays will particularly resonate with consumers when their routines return to something like normal. Products that can help make wearing face masks ...

### October 2020

#### Home Laundry Products: Incl Impact of COVID-19 - US

“With consumers prioritizing cleanliness and disinfecting more than ever, COVID-19 has spurred short-term sales in the historically slow-moving home laundry category. Sustaining growth in the longer term remains challenging however, and brands will need to understand how consumers’ needs are changing during this critical time to develop new solutions to ...

#### Household Surface Cleaners: Incl Impact of COVID-19 - US

“It is rare that household cleaning products have been deemed such a popular topic of conversation. Yet that is one of the outcomes of the COVID-19 health crisis that has maximized time spent at home and generated consumer enthusiasm toward cleaning and home hygiene. Growing safety and financial concerns, and ...

#### Children's Healthcare: Inc Impact of COVID-19 - UK

“The children’s healthcare category saw strong growth of 4% to £194 million in 2019, as parents prioritised quality and invested in higher-value branded remedies rather than own-label products. With the pandemic driving a focus on health and wellbeing, the category is set to continue to see strong value growth in ...