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 ...

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 ...

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 ...

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

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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 ...

Vitamins, Minerals and Supplements Trends: Incl Impact of COVID-19 - US

"The vitamins, minerals and supplements market will continue to grow despite the economic downturn, due to strong associations in supporting specific areas of wellness, particularly ones trending in the time of COVID-19. While multivitamins continue to show highest usage, consumer demand for more targeted benefits beyond overall wellness continues to ...

Pest Control and Repellents: Incl Impact of COVID-19 - US

"The pest control category has proven itself to be incredibly resilient. Despite mounting financial pressures due to COVID-19 and the subsequent recession, both the at-home and professional services segments are expecting modest growth over the next several years. That said, in addition to consumers traveling less and lowering the risk ...

September 2020

Vitamins and Supplements: Inc Impact of COVID-19 - UK

Men's Personal Care: Incl Impact of COVID-19 - US

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"The pandemic will drive demand for vitamins and supplements as health and wellness become bigger consumer priorities. Immune health in particular is in the spotlight, and brands can look to offering more holistic solutions, considering the links between stress, sleep, nutrition and diet on immunity. The category is expected to ...

Vitamins, Minerals and Supplements Consumer: Incl Impact of COVID-19 - US

"Vitamins, minerals and supplements comprise a dynamic market that has seen consistent growth for over a decade. Dedicated VMS consumers consider these products to be a staple to their overall wellbeing, and most will budget for them despite economic hardships. Still, products with high-quality ingredients at the lowest price point ...

Hand, Body and Footcare: Inc Impact of COVID-19 - UK

"The category has shown strong sales performance in recent years which is expected to continue in 2020, particularly as heightened hygiene behaviours put the focus on skin health. The category also benefits from its perceptions of improving wellbeing and being part of self-care routines, with people turning to skincare routines ...

"Prior to COVID-19's arrival to the United States, the market was expected to continue experiencing slow yet steady growth through 2025. However, with more Americans practicing social distancing and working from home, the market is expected to see slower growth from 2020 than originally estimated, as some men feel less ...

Marketing to Moms: Incl Impact of COVID-19 - US

"In 2020, moms are facing unexpected challenges. Between maintaining their family's health and safety through the COVID-19 pandemic and addressing and explaining the various aspects of the Black Lives Matter movement and demonstrations to their children, moms have had their hands full. However, even given all of this, moms still ...

Digestive Health: Incl Impact of COVID-19 - US

"During the COVID-19 pandemic, adults are re-evaluating the causes of certain physical health symptoms they experience. The majority of adults attribute an increase in digestive health concerns since the start of COVID-19 to heightened feelings of stress and worry. Consumers will seek ways to gain control of health changes, such ...

August 2020

Marketing to Gen X: Incl Impact of COVID-19 - US

"Generation Xers crave stability and the reassurance that they will be prepared for the future. Financial concerns make them value-driven shoppers and they look for purchases that offer quality products and affordable pricing rather than a distinctive brand personality. The current recession will only intensify their budget-mindedness as Gen Xers ...

Household Care Packaging Trends: Inc Impact of COVID-19 - UK

"The coronavirus outbreak and environmental sentiments are influencing the way people approach household care packaging, creating concerns around packaging safety and strengthening consumer interest in more sustainable packaging options. Companies that add another layer of packaging to protect products from germs and multiple touches will address hygiene concerns in the ...

Personal Care Consumer: Incl Impact of COVID-19 - US

Pet Supplies: Incl Impact of COVID-19 - US

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"The impact of COVID-19 is apparent in every industry across the globe, and personal care is not immune. In fact, certain elements of consumers' personal care routines (eg shaving, hair washing) slid a bit during lockdown, leading to longer purchase cycles. Despite some struggling segments, the personal care market is ...

Dishwashing Products: Inc Impact of COVID-19 - UK

"The dishwashing products category has been boosted by COVID-19, after a significant decline in 2019. The impending recession won't halt overall demand, and consumers staying at home more will ensure that demand counteracts much of the trading down that occurs during the remainder of 2020. Although consumers will seek to ...

"The pet supplies market found continued steady, conservative growth propelled by rising pet ownership coupled with premium innovation that reflects pet owner desires to provide happiness and health to pets as valued members of the family. The COVID-19 outbreak has further solidified the bond between pet and owner, with some ...

July 2020

Marketing to Millennials: Incl Impact of COVID-19 - US

"Fate has not favored Millennials – hitting them first with the Great Recession as the oldest were starting careers and again with a pandemic just as some were finding stability. Most want the consistency of homeownership and employment benefits, but those goals are out of reach for some. Nevertheless, many ...

The Impact of COVID-19 on Household Care - UK

"2020 will prove to be a remarkable year for most household care categories, as they benefit from hygiene concerns and long periods of social distancing. While these concerns will linger into 2021, offering opportunities in the short term to promote efficacy, the next step is to safely navigate a recession ...

Bodycare and Deodorant: Inc Impact of COVID-19 - US

"Prior to COVID-19's arrival to the United States, the bodycare and deodorant market was expected to experience higher levels of growth in 2020 than in

Natural and Organic Toiletries: Inc Impact of COVID-19 - UK

"Demand for natural/organic BPC has been boosted by the clean movement, which will be accelerated by the COVID-19 outbreak. As consumers are taking more notice of BPC ingredients because of concerns around safety, brands have responded with an emphasis on free-from claims. However, the COVID-19 outbreak will leave health-conscious ...

The Natural Household Consumer: Incl Impact of COVID-19 - US

"Natural household products have been the fastest-growing segment of the household market. Yet the COVID-19 pandemic has given greater importance to mainstream disinfectants while increasing overall consumer engagement with the category. Both mainstream and natural brands have an opportunity to leverage this shift for future growth."

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previous years, largely due to consumers' elevated interest in natural and premium deodorant offerings. However, with more Americans practicing social distancing and working from home ...

June 2020

DIY Retailing: Inc Impact of COVID-19 - UK

"COVID-19 will have a mixed impact on the DIY market. Extended periods inside will open opportunities amid a renewed focus on the home and garden, while enforced self-reliance could return the appetite for DIY in the longer term. However, ultimately these opportunities will be unable to offset the sales lost ...

Marketing to Gen Z: Incl Impact of COVID-19 - US

"Life was already stressful for Gen Z, but the impact of the COVID-19 pandemic will only amplify the stress and uncertainty that teens and young adults face. As they learn to define themselves as individuals and embark on new lives as independent adults, disruptions to high school and postsecondary education ...

Oral Health: Incl Impact of COVID-19 - US

"During the COVID-19 pandemic, job and income loss have caused consumers to limit discretionary spending. Certain aspects of personal care are less important during shelter-in-place and therefore deprioritized. Maintaining oral care is considered an essential of daily health and hygiene, supporting consistent product usage throughout the outbreak and beyond. Tapping ...

OTC Analgesics and Cough, Cold and Flu Remedies: Inc Impact of COVID-19 - UK

"The category was already seeing value growth before the COVID-19 outbreak and is expected to now see a bigger increase in 2020 as consumers panic-bought products ahead of and during the lockdown period. Growth will normalise in the long term, as stocks are used up during the cold/flu season ...

May 2020

Cough, Cold, Flu and Allergy Remedies: Incl Impact of COVID-19 - US

"The COVID-19 pandemic has amplified the importance of illness management. Methods practiced during the outbreak are likely to hold lasting impact, such as staying home when sick and increasing illness prevention measures such as washing hands and using hand sanitizer. Americans' renewed focus on health and safety emphasizes the role ...

Shampoo, Conditioner and Hairstyling Products: Incl Impact of COVID-19 - US

Shaving and Hair Removal: Incl Impact of COVID-19 - US

"Over the last few years, consumers, particularly younger adults, have been taking a relaxed approach to their shaving and hair removal routines, contributing to the market's sluggish sales growth. With more Americans practicing social distancing and working from home due to shelter-in-place orders, consumers will take an even more ...

Cleaning the House: Incl Impact of COVID-19 - US

"COVID-19 is creating a new paradigm for household care, permanently changing how consumers clean and

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"As the majority of Americans shelter-in-place and limit their interactions outside the home due to the COVID-19 pandemic, hair washing and styling becomes less of a priority, leading to less frequent washing and longer purchase cycles. As a result, the haircare market is expected to take a short-term hit in ...

care for their homes. Short term shifts in priorities are placing greater focus on hygiene, safety and disinfection, along with a renewed reliance on trusted brands. Through the pandemic, consumers will have a new emotional engagement ...

March 2020

Disposable Baby Products - US

"After experiencing plummeting sales in 2017, the disposable baby products market continues to stabilize, reaching $8 billion in total 2019 retail sales, an increase of 1.7% from 2018-19. However, market sales are expected to slow due to declining birth rates, parents' value-driven approach to the category, as well as ...

Major Household Appliances - US

"The major household appliance market experienced continued steady, conservative growth sustained by positive economic factors, coupled with a consistent stream of appliance innovation. The market is challenged by numerous factors, such as long replacement cycles. However, manufacturers could accelerate growth by appealing to evolving lifestyle-related interests."

Drug Stores - US

"US drug store revenues will exceed $300 billion this year. While the channel has consistently posted gains, the pace of growth is projected to slow down in light increased competition from outside the channel and a shifting consumer preference toward generic drugs over name brands. With new partnerships and new ...

February 2020

Feminine Hygiene and Sanitary Protection Products - UK

"The feminine hygiene and sanitary protection category has been steadily growing in recent years, bolstered by strong sales in the incontinence sector and a beauty revamp of the feminine hygiene sector. The sanitary protection sector, however, is dampening growth; signalling that brands must do more to respond to growing environmental ...

Household Paper Products - US

"Consumers have hastened their trading down to private label. Store brands have closed the quality gap and a growing percentage of consumers no longer see a functional need for premium-priced name brands and private label has captured record market share.

Household Cleaning Equipment - UK

"The environmental issue has yet to take hold of the cleaning equipment market with the same vigour as in other household care categories. However, as consumers begin to consider their behaviours in a more holistic

Soap, Bath and Shower Products - US

"Due to the functional nature of the category, the soap, bath, and shower products market continues to experience slow, yet steady growth. Growth is being tempered by struggling bar soap sales but gains in liquid and bath products are driving the category forward."

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sense, their focus on the environment will become more prominent in cleaning equipment too. Brands ...

- Olivia Guinaugh, Home & Personal Care Analyst

January 2020

Health Management Trends - US

"The start of a New Year and new decade has people inspired and setting numerous goals to improve their health and wellbeing. While setting goals is the first step, it's also the easiest. It's keeping the motivation throughout the entire year, and even decade, that most people need help with ...

Aircare - US

"Aircare had another year of growth as consumers turn to aircare for reasons beyond functional odor control, presenting new growth and engagement opportunities for brands and retailers to boost the sluggish aircare market. Optimal growth will hinge on brands addressing ingredient concerns, which are in part contributing to shrinking inventories ...

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