

July 2021

Managing Skin Conditions and Allergies - UK

“The pandemic has had a direct effect on the experience of both allergies and skin conditions. Whilst both segments are needs-driven, lockdowns and the wearing of masks has reduced exposure to pollen – reducing need for OTC hay fever remedies – but face coverings are causing skin irritation and breakouts ...

Oral Care - UK

“The oral care category continued into decline in 2020 as savvy shopping behaviours remained ingrained. Relaxed attitudes towards oral care during long periods of social distancing also impacted value. As consumers adapt to limited access to dental professionals due to social distancing restrictions, brands can support consumers self-treating with virtual ...

June 2021

Consumers and the Economic Outlook - UK

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

OTC Analgesics and Cough, Cold and Flu Remedies - UK

“The category was driven into decline in 2020 as COVID-19 social distancing triggered a fall in cases of cough, cold and flu, which ultimately impacted demand for remedies. Looking forwards, brands can adapt to the strong focus on illness prevention, by incorporating vitamin & mineral supplements (VMS) into cough, cold ...

May 2021

Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“The COVID-19 outbreak led to a rise in value in 2020, as parents adopted cautious buying behaviours including stockpiling and bulk-buying, driving spend. Hygiene concerns have furthered the value rise in baby wipes, washes and soaps, suggesting opportunities for innovating in baby-specific hand sanitisers, natural antibacterial ingredients and hygienic packaging ...