

December 2017

Suncare - UK

“The value increase in the suncare market is thanks to sun protection. Led by frequent usage rather than advances in innovation, shoppers are trading down to more basic sun protection to overcome extra expense. Aftersun remains a small segment with consumers unconvinced by its benefits, while self-tanning has fallen victim ...

Natural, Organic and Ethical Toiletries - UK

“Ethical considerations are very closely connected to perceptions of natural/organic, with consumers associating brands with a strong natural/organic positioning as being ethical. Ethics are important to the consumer particularly when using a brand for the first time, highlighting the importance of brands promoting their ethical credentials to win ...

November 2017

Holiday Beauty - UK

“NPD in the holiday beauty sector largely focuses on convenience, with travel-sized products and on-the-go claims. However, with the majority of people choosing not to buy beauty products specifically for use on holidays there is a perceived lack of need in the sector. NPD in products by holiday type as ...

Children's Personal Care Products - UK

“In a bid for safety, parents and brands alike turn to natural ingredients to provide gentle care. However, premium prices will still turn shoppers away as financial concerns mean less spend on non-essentials. Products that assist younger children could be a good opportunity, as well as appealing to the growing ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumers’ spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

October 2017

Beauty Online - UK

“Slow growth is anticipated for the online beauty market as consumers still trust in the physical. Online trust can come through guiding shoppers via clear and helpful navigation, as well as positive ratings from real users. Shoppers are wary of product recommendations from famous influencers, and appreciate the ability to ...