

October 2021

Vitamins and Supplements - UK

“Having grown strongly in 2020, sales of VMS have declined in 2021 due to consumers’ lessening health anxiety. Opportunity for growth lies in brands pushing a ‘prevention rather than cure’ approach in order to drive value sales in the long term. Organic products warrant further exploration, aligning well with consumers’ ...

Fragrances - UK

“The return of social occasions in 2021 provides a positive outlook for fragrances, while the reintroduction of in-store testers will encourage experimentation, seeing the category show some recovery in the second half of the year. Long-term growth will be muted, however, as consumers shift back to old habits, which include ...

September 2021

Consumers and the Economic Outlook - UK

“The end of social distancing and the associated boost to retail, leisure and entertainment spend brought about an immediate rebound in economic activity, and GDP grew by 4.8% in Q2 2021. Consumers have also responded positively, with Mintel’s current financial wellbeing and financial confidence trackers reaching new record-highs in ...

Hand, Body and Footcare - UK

“Hand and bodycare bolstered the growth of the overall category in 2020, benefitting from the focus on emotional wellbeing and hand hygiene throughout the pandemic. The outlook was less fortunate for footcare, with the segment showing a value decline as social distancing and lockdowns meant that feet were a low ...

August 2021

Women's Facial Skincare - UK

“Women have embraced multistep skincare routines during the COVID-19 outbreak, with product usage seeing a significant increase and growth in spend robust despite cautious spending habits. Women have prioritised facial skincare over other BPC categories, seeking to improve the health and appearance of the skin in parallel with reduced makeup ...

The Ethical BPC Consumer - UK

“The pandemic has heightened ethical buying behaviours in BPC, with consumers prioritising ethical credentials more since the outbreak. While environmental considerations remain the most important indicator of a brand’s ethical standpoint, consumers are also looking at a brand’s internal practices such as how it treats its employees and suppliers, as ...

July 2021

Colour Cosmetics - UK

“Colour cosmetics has seen significant disengagement largely due to the pandemic, with return to ‘normal life’ boding well for the category as the return of social occasions will impact usage behaviours. Long-term growth will come from aligning with key consumer trends; the increased focus on skincare presents opportunities not just ...