

January 2021

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 ...

December 2020

Super Protein: Incl Impact of COVID-19 - US

"Despite the buzziness of plant-based proteins, consumers are still widely engaged with animal-based proteins. While the majority of consumers have made no changes to their protein consumption patterns, for those that have implemented active change, more consumers are increasing rather than reducing. Health, perhaps ironically, is the catalyst for both ...

First Aid: Incl Impact of COVID-19 - US

“Although all consumers have purchased some type of first aid product, the category has lacked excitement and significant sales growth for some time. The intense focus on health created by the pandemic has changed that for the category in 2020. First aid companies should take advantage of this moment to ...

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 ...

October 2020

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 ...

September 2020

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

“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 ...

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

“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 ...

August 2020

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

“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 ...

Exercise Trends: Incl Impact of COVID-19 - UK

“Competition between the offline and online fitness markets has intensified, and operators on both sides are racing to incorporate the best of both. Venue operators will need to expand their digital content offers and emphasise their position at the centre of communities. Digital brands should use individuals’ data to offer ...

July 2020

Oral Care: Incl Impact of COVID-19 - UK

“The COVID-19 outbreak will have little overall impact on the value of the oral care category which was already

OTC Pain Management: Incl Impact of COVID-19 - US

“During the COVID-19 pandemic, consumer wellbeing and day-to-day routines have been challenged. More

Personal Care and OTC Healthcare -

in decline before the pandemic. While a recession will drive savvy shopping behaviours further in the short term, consumers were already streamlining their routines, buying on promotion or switching to own-label ...

adults staying home for their own safety may result in a less active population. Additionally, uncertainty about the future has increased feelings of stress and anxiety. These physical and mental factors can cause heightened pain incidence among ...

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 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

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 ...

Occupational Health: Inc Impact of COVID-19 - UK

“As the economy slows in the midst of the closure of industry operations due to the COVID-19 pandemic, occupational health initiatives that boost long-term productivity will start to become more common over the medium-term. Major opportunities are still available, with the focus likely to be increasingly placed on ensuring workplaces ...

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 ...

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 ...

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

“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 ...

March 2020

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

First Aid - UK

“The value of the first aid category has fluctuated in recent years and is estimated to show significant decline in 2019 due to reduced NPD and competition from the private label sector. Future growth will come from brands offering consumers added value propositions, as well as engaging with them using ...