

## 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: Incl 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 ...

### 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."

## 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 ...

### 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 ...

## Household and Personal Care - International

### 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 ...

### 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 ...

### 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 ...

### 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 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 ...