

January 2021

Clean Beauty: Incl Impact of COVID-19 - US

“Consumers buy clean products because they believe they are safer than traditional products, have higher quality ingredients and are better for the environment. In light of the COVID-19 pandemic, consumers are looking for ways to protect their health and safety – increasing demand for clean beauty and personal care products ...

December 2020

Skin Protection: Incl Impact of COVID-19 - US

“Although consumers are aware of the risks from any sun exposure, most sunscreen users still only use sunscreen on a seasonal or occasional basis. Encouraging consumers to use sunscreen during colder months and indoors is an obvious and constant challenge for sunscreen brands. Positioning sunscreen as an everyday product is ...

Ingredient Trends in Beauty and Personal Care: Incl Impact of COVID-19 - US

“The unprecedented arrival of COVID-19 is accelerating demand for clean products. This will impact not only beauty categories but also highly functional personal care categories, suggesting that brands within these categories will need to tap into clean beauty sooner than they anticipated. A stronger focus on health and safety is ...

November 2020

Fragrance Trends in Beauty: Incl Impact of COVID-19 - US

“The fragrance and scented personal care market is in a moment of evolution. Lifestyle changes as a result of COVID-19 put pressure on the fragrance side of the market, while scented personal care thrives due to heightened focus on health and hygiene.

Even before the pandemic, cross-category competition posed a ...

Beauty Retailing: Incl Impact of COVID-19 - US

“Beauty retail sales were well positioned for growth before COVID-19. However, the pandemic caused immediate disruption to the beauty retail landscape as well as consumers’ lives and consequently, their beauty routines. While segments such as facial skincare will see growth as consumers prioritize it as part of their wellness routines ...