

June 2017

Men's Facial Skincare - UK

“The men’s facial skincare category shows evidence of having reached its peak, with a plateau in value in 2016 and an estimated decline in 2017. With NPD falling, there is little to entice new users to enter the sector, whilst low usage frequency amongst existing users is further stifling the ...

Women's Facial Skincare - UK

“No longer using wipes and moisturisers to solve every issue, women are discovering the benefits of cleansing, cleaner living, and high-quality products on their skin. A new focus on natural radiance has distracted women from other concerns such as ageing, creating a need for brands to step in and remind ...

May 2017

Colour Cosmetics - UK

“The colour cosmetics category continues to show strong year-on-year growth, although this is being driven by trends rather than innovation. Indeed, NPD has shown an overall decline since 2014 whilst purchase is up, suggesting that make-up trends continue to encourage women to browse and buy in the sector. Whilst diversity ...

April 2017

Hand, Body and Footcare - UK

“Consumers are growing bored due to less innovation and advertising spend in hand, body and footcare. The prestige sector should copy professional treatments as the trade down from premium to mass brands accelerates, or partner with fashion and social media. Basic consumers care about skin comfort and relief. Brands can ...

Hair Colourants - UK

“The hair colourants category has fluctuated in value in recent years as temporary colour products, which are typically priced lower than permanent products, continue to boom in popularity. Consumers are also showing a more relaxed approach to colouring, with colourant users extending the longevity of their colour as well as ...