

December 2021

Suncare - UK

“The easing of international travel restrictions and surge in staycations have supported the recovery of suncare in 2021. However, the pandemic has highlighted the category’s dependence on overseas holidays and domestic weather conditions. As consumers simplify their BPC routines, the category also faces threats from adjacent categories where NPD in ...

Consumers and the Economic Outlook - UK

“Rising inflation and concerns about stock shortages have shaken consumers’ sense of financial wellbeing and confidence for the coming year. It is important to place the falls seen on these measures in October in context, however: the vast majority of consumers remain fairly upbeat.

November 2021

Skincare Ingredients and Format Trends - UK

“While awareness of popular skincare ingredients, such as vitamin C and collagen, is high, a much lower proportion of facial skincare users seek these ingredients out, pointing to a gap between awareness and knowledge. The pandemic has led to consumers craving more information, both on functionality but also ingredient sourcing ...

The BPC Purchase Journey - UK

“The BPC purchase journey is becoming less linear and more complicated, with consumers researching brands and products across multiple touch points and buying products from a broader range of channels than ever before. However, consumers are craving an easier path to purchase. As a result, retailers that educate consumers and ...

Spa, Salon and In-store Treatments - UK

“Professional beauty services faced a tough year in 2020, witnessing a 40% value decline to £4.8 billion. With venues obligated to close during lockdowns and operating on reduced capacity in between, treatment frequency was impacted. The full reopening of the sector in the second half of 2021 bodes well ...

October 2021

In-salon Hair Services - UK

“In-salon hair services have been a major casualty of the COVID-19 outbreak, with value dropping by 45% in 2020 to £4.3 billion. As their customers have learned to live without them at home, hair professionals will have to embrace this change to survive. Create expert tutorials, personalised products, and ...

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 ...

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 ...

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 ...

Oral Care - UK

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 ...

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 ...

Managing Skin Conditions and Allergies - UK

“The pandemic has had a direct effect on the experience of both allergies and skin conditions. Whilst both segments are needs-driven, lockdowns and the wearing of masks has reduced exposure to pollen – reducing need for OTC hay fever remedies – but face coverings are causing skin irritation and breakouts ...

“The oral care category continued into decline in 2020 as savvy shopping behaviours remained ingrained. Relaxed attitudes towards oral care during long periods of social distancing also impacted value. As consumers adapt to limited access to dental professionals due to social distancing restrictions, brands can support consumers self-treating with virtual ...

June 2021

Consumers and the Economic Outlook - UK

“Despite the continuing upheaval caused by COVID-19, financial wellbeing and financial confidence both hit new index highs in April 2021, while planned financial activity for the next three months approached pre-pandemic levels in May, driven by increased interest in leisure and hospitality.

While there are growing signs of polarisation and ...

OTC Analgesics and Cough, Cold and Flu Remedies - UK

“The category was driven into decline in 2020 as COVID-19 social distancing triggered a fall in cases of cough, cold and flu, which ultimately impacted demand for remedies. Looking forwards, brands can adapt to the strong focus on illness prevention, by incorporating vitamin & mineral supplements (VMS) into cough, cold ...

May 2021

COVID-19 and BPC: A Year On - UK

“COVID-19 has created unprecedented challenges for the UK BPC market, driving a significant decline in spending on both BPC products and professional services. Whilst spend will recover as restrictions are eased, there will be a lasting impact as consumers prioritise value and favour low-maintenance routines. However, as consumers invest in ...

Babies' and Children's Personal Care Products, Nappies and Wipes - UK

“The COVID-19 outbreak led to a rise in value in 2020, as parents adopted cautious buying behaviours including stockpiling and bulk-buying, driving spend. Hygiene concerns have furthered the value rise in baby wipes, washes and soaps, suggesting opportunities for innovating in baby-specific hand sanitisers, natural antibacterial ingredients and hygienic packaging ...

Women's Haircare - UK

“Women's haircare/styling routines were relaxing even before the pandemic, however, stay-at-home measures have significantly impacted usage behaviours, with a shift in routines set to remain. Styling has seen the greatest setback, however, across all segments brands that have maintained marketing activity and innovated in areas of interest to the ...

March 2021

Beauty and Personal Care - UK

Men's Haircare and Skincare - UK

“COVID-19’s impact on men’s haircare and skincare was polarised, improving the outlook for skincare, whilst creating a more challenging environment for haircare. Reduced usage of haircare in the short term, with the styling segment seeing particularly subdued demand, will see preferences shift, meaning brands that respond with relevant NPD and ...

Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

Intimate Hygiene and Sanitary Protection Products - UK

“Value growth in the category came to a halt in 2020. Whilst the incontinence segment has fuelled growth in recent years, this growth was dampened in 2020, impacted by reduced product usage amongst rare incontinence sufferers. Usage frequency of intimate hygiene declined too, as it became a lower priority with ...

Attitudes towards Cosmetic Procedures - UK

“The COVID-19 outbreak had a direct impact on cosmetic procedures with beauty salons and clinics forced to close for many months during the initial spring and winter lockdowns. While economic uncertainty from the pandemic could translate to a dip in the number of some cosmetic procedures in the near future ...

February 2021

Diversity in Beauty - UK

“The events of summer 2020, which saw the BLM movement gain momentum, have had reverberations across all industries and not just politics. In BPC, brands and retailers can no longer stay silent on topical issues related to diversity and equality, as many consumers seek to buy from those that align ...

Beauty and Personal Care Retailing - UK

“Changes in people’s lifestyles as a result of the COVID-19 pandemic and the lockdowns have affected usage habits and led to major shifts in the types of beauty and personal care products consumers are buying. One of the big opportunities is for brands to focus on in-home beauty treatments and ...

Hair Colourants - UK

“At a time when other BPC categories are struggling, spend on home hair colourants has surged as COVID-19 has encouraged DIY beauty behaviours. While a vaccine will see spend instinctively return to professional services in the long term, home hair colourants have gained credibility as the pandemic has boosted consumer ...

Soap, Bath & Shower Products - UK

“The soap, bath and shower product category has seen record growth in 2020 of an estimated 32.8% to reach £840 million as heightened hygiene concerns drive washing behaviours. The increased rate of hand washing in particular has triggered concerns towards hand health, presenting opportunities for brands in moisturising and ...

January 2021

Brand Overview: BPC - UK



Beauty and Personal Care - UK

“The COVID-19 outbreak has led consumers to review their BPC regimes and has put greater emphasis on holistic health and wellbeing. While lockdown periods reduced usage occasions for fragrances and colour cosmetics, consumers spent longer on self-care beauty routines and sought products designed to boost physical and emotional wellness. In ...