

June 2022

Oral Care - UK

"The oral care market has risen in value for the first time since 2016 and consumers are taking a renewed interest in their oral health, seeing it as part of their general wellbeing. Although the cost of living crisis will encourage savvy shopping behaviours among some consumers, the infrequency of ...

May 2022

OTC Analgesics, Cough, Cold and Flu Remedies - UK

"The OTC market is on the road to recovery following two difficult years during the COVID-19 pandemic, which impacted value sales of cough, cold and flu remedies. In the coming years, as consumer budgets are stretched by inflation, value shopping will come to define the market. Owing to the non-discretionary ...

Sexual Health - UK

"The UK market for sexual health products has returned to growth following the lifting of COVID-19 restrictions. During the pandemic, when opportunities for sex became more limited, content strategies were forced to pivot. This created a new narrative for condoms, lubricants and sexual health brands. As well as breaking down ...