

December 2019

Suncare - UK

"The UK suncare market is going through a challenging period. Not only is the market highly vulnerable to the UK weather, but sales are also influenced by outbound travel as there is still a perception that suncare is only needed on holiday. However, consumers are slowly taking suncare more seriously ...

Fragrance Trends in Beauty - US

"Legacy fragrance houses are struggling due to the rise of indie perfumeries and cross-category competition, and traditional fragrance offerings no longer meet the needs of key demographics. On top of that, US consumers are continuing to spend less money year over year on fragrances. The fragrance industry needs to evolve ...

Clean Beauty - US

"The natural movement continues to shape the BPC industry due to perceptions of safety. However, a surge of retailers and brands are adopting clean beauty standards, leading to a shift from natural to clean. Additionally, consumers are becoming more aware of the impact their demand for natural ingredients has on ...

Prestige Beauty - UK

"The prestige sector saw a 1% growth in value in 2018 as premium brands continue to have a high quality image among consumers. Indeed, usage of premium brands has shown a rise across all sectors, with fragrances remaining the most popular category. Bricks and mortar stores remain essential for both ...

November 2019

Beauty Online - UK

"The online beauty market has benefitted from a desire amongst consumers to experiment with new brands and products. However, competition is intense and the prolific discounting is expected to subdue market growth in future as consumers now expect to buy beauty and grooming products at a discounted rate when shopping ...

Diversity in Beauty - UK

"The beauty industry has taken strides in projecting a more diverse image in recent years; the 'Fenty effect' continues to reverberate through colour cosmetics and beauty brands have increasingly distanced themselves from stereotyping in advertising campaigns and when marketing products across beauty categories. However for a beauty brand to truly ...

Beauty and Personal Care Accessories - US

"High penetration of category staples combined with long purchase cycles creates challenges in growing the market. To compete in this space, brands must offer additional benefits or claims to stand out to consumers. Social media and influencer collaborations present opportunities for players in this space. By tapping into macro-consumer trends ...

Supplements - US

"The supplements segment leads the way for continued growth of the vitamins, minerals and supplements market, surpassing vitamins in overall market sales in recent years. Supplements can play in the wellness space more so than vitamins and minerals on their own, with seemingly limitless opportunities for combining functional ingredients offering ...

October 2019

Spa, Salon and In-store Treatments - UK

Beauty Retailing - US

Beauty and Personal Care - International

"Growth in the spa, salon and in-store treatments market has remained strong as driven by the rise in the usage of some treatments. The outlook, however, is more challenging as ongoing political and economic uncertainty could impact consumer spend. Competition in the treatments market is also rising, which will make ...

"Interest in beauty and personal care hasn't faltered, but what consumers are buying is evolving as are where and how they do so. In-store shopping is still the most preferred method for most types of purchases, but the digital experience is increasingly important, especially for pre-purchase research. Consumers also have ...

Beauty Devices - US

"Beauty devices find acceptance among most women, with broad use of hair appliances and strong interest in skincare devices. Hair appliances continue to struggle in the face of long replenishment cycles and preference for more natural-looking, healthy hair. Skincare devices continue to grow as technology fuels innovation and creates opportunity ...

Ingredient Trends in Beauty - US

"The beauty market is highly diverse, and brands often rely on ingredients to stand out. Although women, particularly younger women, expect brands to use natural ingredients, they ultimately choose a product based on efficacy. One of the challenges for category players will be how to navigate the minefield of taboo ...