

July 2020

Natural and Organic Toiletries: Inc Impact of COVID-19 - UK

“Demand for natural/organic BPC has been boosted by the clean movement, which will be accelerated by the COVID-19 outbreak. As consumers are taking more notice of BPC ingredients because of concerns around safety, brands have responded with an emphasis on free-from claims. However, the COVID-19 outbreak will leave health-conscious ...

June 2020

The Impact of COVID-19 on BPC - UK

“The COVID-19 outbreak will drive significant loss in value for the beauty market in 2020 as the lockdown period has not only limited retail sales, but has also affected usage habits. Whilst some categories such as skincare will see growth, this won't be enough to offset losses in other sectors ...

Beauty Influencers and Educators: Inc Impact of COVID-19 - UK

“In search of impartial advice without pressure to purchase, BPC consumers are turning to the online channel for beauty and grooming advice and expertise. The COVID-19 outbreak will accelerate this shift as retailers placed their online services front and centre during the lockdown. Going forward, stores will continue to play ...

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

May 2020

Babies' and Children's Personal Care Products, Nappies and Wipes: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak will slow value decline in 2020, as parents stockpile on essentials in the short-term. Buying behaviours will normalise however, and

Shaving and Hair Removal: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak will accelerate the price-driven nature of this sector, meaning that a market that was already expected to be in decline will face an even greater short-term challenge. However, consumers do show interest in added-value propositions, such as

the category is set to continue on its downward trajectory as birth rates continue to decline and parents streamline their routines. The COVID-19 outbreak will leave household ...

skincare benefits and personalisation, indicating NPD opportunities for brands in ...

Gifting in Beauty & Personal Care: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak will impact buying behaviours when it comes to gifting in BPC, as the sector becomes a low priority in the short term. There will be a shift to online buying, and the prestige sectors in particular will take longer to recover as household finances are squeezed. However ...