

## May 2022

### Intimate Hygiene and Sanitary Protection Products - UK

“The sanitary protection segment of the market continues to struggle to grow its value, although an ageing population and rise in conditions that have strong risk factors for incontinence look favourable for future incontinence product value sales. The impact of single-use products is increasingly front of mind for retailers and ...

## April 2022

### Consumers and the Economic Outlook Q1 - UK

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

## March 2022

### Beauty and Personal Care Retailing - UK

“The cost-of-living squeeze will heighten savvy shopping behaviours when buying beauty and personal care products during 2022. However, price hikes don't necessarily mean trading down, rather that people will become laser-focussed on value across all price points. Retailers and brands can encourage purchasing by promoting experiences that are good for ...

### Women's Haircare - UK

“Women's haircare showed strong value growth in 2021, boosted by the styling segment which benefited from the return of social occasions. Hair health priorities will continue to drive a preference for treatment products, while scalp health remains an area of interest. Women show a willingness to trade up in this ...

## February 2022

### Attitudes towards Beauty and Grooming Routines - UK

“Pent-up demand in Q1 2022 will help drive consumer engagement with beauty/grooming routines, especially for those daily routines which have foundered since the start of the pandemic, notably applying makeup. There are opportunities to further boost consumer engagement

### Shaving and Hair Removal - UK

“COVID-19, coupled with an increasingly casual culture, have deprioritised hair removal. Boredom with the current product offering, alongside consumer expectations of discounting, continue to erode market value for the UK's shaving and hair removal products. However, growth among newer, fresher brands points to consumer interest in products that offer more ...

with beauty/grooming routines by boldly conveying the confidence-boosting and wellness ...

### Brand Overview: BPC - UK

“Although consumer concerns around COVID-19 have declined, the ongoing disruption in terms of working habits and travelling occasions means there is a risk of BPC purchase rationalisation. This will benefit mass-market brands with a reputation for accessibility, while the increase in cost of living triggered by rising inflation will put ...

## January 2022

### Hair Colourants - UK

“While hair colourants saw a significant boost in value in 2020, the full reopening of salons saw many switch back to old colouring habits, leaving the category in significant decline in 2021, and forecast to reach pre-pandemic levels by 2022. In order to offset a return to normal habits, consumers ...

### The Private Label Beauty Consumer - UK

“Brexit and the pandemic brought with them uncertainty that saw shoppers adopting a savvier mindset, a trend that existed beforehand and will outrun both. Branded beauty dupes appeal to the consummate bargain hunter, however retailers can do more to drive digital discovery particularly as younger shoppers use social media to ...