

April 2023

Diversity and Inclusivity in Beauty - US

"Beyond traditional perceptions and ideals (ie, race, gender, age), the definition of a diverse beauty brand becomes more nuanced. Expanding diversity to include people with physical/mental challenges is a fairly new concept, but one that is extremely important. Developing products to suit the needs of a small cohort of ...

Beauty & Personal Care Retailing - Italy

"The major chains of specialist beauty and personal care retailers, which are still primarily store-based businesses, have an opportunity to help their customers deal with the cost of living crisis by using discounts to build goodwill and increase loyalty which will bear fruit in the future. Faced at the same ...

Beauty & Personal Care Retailing - Spain

"The cost-of-living crisis and high inflation are changing how Spanish consumers shop for beauty and personal care products. With household budgets stretched, many shoppers are looking at ways to cut back spending on the category, reducing purchasing, switching to lower-priced options and shopping at low-cost retailers. Retailers will have to ...

Beauty & Personal Care Retailing - France

"The beauty retail sector in France was heavily penalized by the health crisis, but looks to be regaining momentum. The end of obligatory face coverings, the return to face-to-face working and growth in tourist numbers have all had a positive effect on demand for beauty products. But a new threat ...

March 2023

Home Hair Color - US

"The COVID-19 pandemic was a turning point for the home hair color category, with lockdowns not only forcing many consumers to embrace DIY hair coloring solutions out of necessity but also prompting interest to explore more adventurous looks at home, just for fun. This has all served to amplify a ...

February 2023

Soap, Bath and Shower Products - US

"Traditionally seen as a highly functional and hygienic category, soap, bath and shower products have become a prominent part of consumers' self-care routines as skin health remains top of mind and consumers seek physical and mental relief within their cleansing routines. While the market continues to rebalance after an explosive ...

Beauty and Personal Care Retailing - UK

"Amid an ongoing income squeeze, the BPC market has proven more resilient than other sectors as consumers have turned to beauty as an affordable means to lift their mood. As retailers embrace different strategies to remain attractive to value-centric consumers, they need to ensure that they still continue to innovate ...

Brand Overview: BPC - UK

“As the spotlight on value becomes ever brighter amid the current cost-of-living crisis, beauty and personal care brands will have to prove to consumers that their products have a deserved place in shopping baskets. Brands benefiting from high levels of loyalty are best placed to do this, while brands can ...

January 2023

Hair Colourants - UK

“The income squeeze is limiting consumers’ ability to make use of professional colour services, benefitting the at-home hair colourants category. Brands can respond with products that blur the line between at-home and professional treatments to appeal to those trading down from salon services. Meanwhile, the category risks budget-conscious consumers dropping ...

Shaving and Hair Removal - UK

“Value sales of shaving and hair removal products increased in 2022, with growth forecast to continue, driven by inflation. The category continues to battle relaxed attitudes toward hair removal, which have led to reduced usage frequencies. The cost of living crisis is further challenging the category as it is encouraging ...

Suncare and Skin Protection - US

“After a short-term hit in 2020, sunscreen and skin protection products saw explosive growth in 2021-22 retail sales thanks to a focus on skin health and total-body wellness routines. While usage of sunscreen products remains stable from years past, daily usage of personal care products with SPF may limit market ...