

## March 2023

### Diversity in BPC - UK

“As an intricate sector, the conversation surrounding diversity in BPC continues to expand, with progress made toward the inclusion in marketing, NPD and retail. The cost of living crisis will, however, present concerns over affordability and accessibility for all needs. Trading down may not be a viable option, therefore brands ...

### Professional Beauty and Grooming Treatments - UK

“Post-COVID-19 recovery is expected to continue within professional treatments in 2023, with the sector set to return to pre-pandemic value levels in 2025. Recovery will be hindered by value-led attitudes amid the ongoing income squeeze, signalling opportunity to cater for those on a budget with cheaper treatment options. Longer-term, treatment ...

## February 2023

### 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 ...

### Beauty and Grooming Devices, Tools and Accessories - UK

“The value of the beauty and grooming devices, tools and accessories category continued to grow in 2022, supported by a continued preference for products that enhance efficacy in BPC. Rising energy bills present an opportunity for brands within the electrical space to drive trading-up behaviours by emphasising the longer-term benefits ...

### 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 ...