

## The Impact of COVID-19 on BPC - UK - June 2020

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“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.”

**- Roshida Khanom, Category Director Beauty and Personal Care, 10th June 2020**

This report looks at the following areas:

- The impact of COVID-19 on consumers.
- How COVID-19 has already affected BPC.
- The shift in consumer behaviours in BPC in the short, medium and long term.
- Lessons from the last economic recession.
- Lessons from other markets outside the UK.

The beauty market is set to see significant value decline in 2020 largely due to limited retail sales but also a shift in beauty priorities. The lockdown period and ongoing social distancing measures has seen categories like colour cosmetics, fragrances and hair removal decline in priority. Whilst sectors that promote wellbeing and self-care, such as skincare, have seen growth this won’t be enough to offset losses in other sectors.

The BPC market will start to recover in 2021, largely due to the professional sector however ongoing social distancing measures will reduce the capacity of salons and hairdressers. As the UK heads towards a recession, price sensitivities will also be heightened in the medium and longer term which will see consumers switch to lower priced brands.

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### The Impact of COVID-19 on Consumers

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