

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

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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.



"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

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- Key issues covered in this Report
- Products covered in this Report

EXECUTIVE SUMMARY

- **Short, medium and long-term impact**
Figure 1: Expected impact of COVID-19 on the beauty and personal care market, short, medium and long-term, 10th June 2020
- **Opportunities and Threats**
- **An emotional need for community and co-operation**
Figure 2: Olay virtual beauty appointments, May 2020
- **Scientific expertise is back in fashion...**
- **...and the crisis will reinforce growing environmental concerns**
- **Centring on self-care rather than indulgence**
- **Impact on the market**
- **Severe disruptions in 2020....**
Figure 3: UK central forecast value sales of the beauty and personal care market, 2015-2025
- **...and a long road to recovery**
Figure 4: UK value sales of the beauty and personal care market, 2015-2025
- **How the crisis will affect key consumer segments**
- **Overall BPC sees a net decline in spend**
Figure 5: Changes in spending habits on BPC, 26 March to 3 June 2020
- **Key consumer segments**
- **16-24s will cut back on spending**
Figure 6: Changing spending intentions on BPC, by age and gender, 28 May – 3 June 2020
- **Priorities will shift for women**
- **Over-65s will have less reason to invest in BPC**
- **Consumers will look to brands that helped the effort**
Figure 7: Dove courage is beautiful, April 2020
- **How a COVID-19 recession will reshape the industry**
- **Unemployment will impact discretionary spend**
Figure 8: Birchbox, April 2020
- **Masstige brands offer a new price tier**
- **Impact on the marketing mix**
- **The way consumers shop will change**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Marketing needs to emphasise community and mutual support**
- **Clean beauty will evolve**
- **COVID-19: UK context**

THE IMPACT OF COVID-19 ON CONSUMERS

- **Anxiety levels align with case curve...**
Figure 9: Mintel COVID-19 exposure anxiety index, 28 February – 3 June 2020
- **... but consumers remain anxious about their health**
Figure 10: People’s level of concerns about the risk of being exposed to the coronavirus, 28 February – 3 June 2020
- **COVID-19 concerns by demographics**
Figure 11: Proportion of consumers showing the highest degree of concern (4 or 5 out of 5) regarding the risk of being exposed to the coronavirus, by age, 28 February – 3 June 2020
- **UK begins to soften lockdown measures**
Figure 12: Government COVID-19 lockdown exit strategy, published 11 May 2020
- **Lockdown fears moderate**
Figure 13: People’s level of concerns about how the outbreak might affect their lifestyle, 28 February – 3 June
- **A bleak outlook for the economy**
Figure 14: Consumer views on the impact of the COVID-19 outbreak on the UK economy and their own finances, 28 May – 3 June 2020
- **Consumers cut back outgoings, and add to savings**
Figure 15: How consumers have been affected or changed their behaviour as a result of the outbreak, 21-28 May 2020
- **Household finances hold steady for most**
Figure 16: changes in financial situation since the start of the COVID-19 outbreak, 21-28 May 2020
- **COVID-19 is yet to meaningfully affect most households’ well-being...**
Figure 17: The financial well-being index, January 2015–May 2020
- **...but confidence for the year ahead plummets**
Figure 18: Consumers’ financial confidence for the coming year, May 2020
- **Middle age groups feel particularly vulnerable...**
- **...and self-employed respondents show the importance of the COVID-19 support package**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

HOW COVID-19 HAS ALREADY AFFECTED BPC

- Consumers are reporting a fall in planned spending ...**
Figure 19: Changes in spending habits on BPC, 26 March to 3 June 2020
- ...however some are starting to cut back**
Figure 20: Changing spending intentions on BPC, by age and gender, 28 May – 3 June 2020
- Companies prepare for the impact**
- Retail inventory builds up**
- BPC companies help the COVID-19 effort**
Figure 21: LVMH Maisons product face masks and gowns, April 2020
Figure 22: Estée Lauder surgical mask donation, March 2020
- Businesses come together**
- Trade shows and launches postponed**
Figure 23: KKW Beauty launch delay, March 2020

WHICH BEHAVIOURS WILL CHANGE IN THE SHORT-TERM?

- Consumers seek to prevent and protect in BPC**
Figure 24: Changes in hygiene related behaviours as a result of the COVID-19/coronavirus outbreak, 28 February–16 April
- Stockpiling essentials**
Figure 25: Changes in behaviour regarding stocking up and buying online as a result of the COVID-19/coronavirus outbreak, 28 February–16 April
- Online buying raises ethical issues**
Figure 26: Bloom & Wild letterbox size packages, September 2019
- Influencers will see a backlash**
Figure 27: Hershesons consultations, May 2020
- Focus on skincare**
Figure 28: Frequency of beauty activities since the start of the COVID-19 outbreak, 23 April to 7 May 2020
Figure 29: Touchland hand sanitiser, 2019
- DIY beauty sees a rise**
Figure 30: Katherine Daniels at-home facials, May 2020
- Beauty routines offer a sense of calm**
Figure 31: Reasons for doing more BPC activities since the COVID-19 outbreak, 23 April to 7 May 2020
- Priorities are shifting**
Figure 32: Reasons for doing fewer BPC activities since the COVID-19 outbreak, 23 April to 7 May 2020
Figure 33: Feelunique makeup offers, May 2020

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- The collapse of travel markets will hit sales**

Figure 34: Beauty routines before a holiday, August 2017

WHICH BEHAVIOURS WILL CHANGE IN THE MEDIUM-TERM?

- Heightened focus on hygiene**
- Packaging and format can allay concerns**

Figure 35: Clé de Peau Beauté radiant cushion foundation refill, 2019

Figure 36: Examples of waterless and stick formats in BPC, 2019

- Drive for transparency**
- Time for tech to shine**

Figure 37: Participation in online beauty/grooming activities, August 2019

- Consumers will seek mindful self-care**

Figure 38: Revlon self-care Sunday, May 2020

WHICH BEHAVIOURS WILL CHANGE IN THE LONG-TERM?

- Eco-concerns will be heightened**
Figure 39: Important factors for an eco-friendly BPC brand or product, November 2019
- The fashion industry is finding innovative ways of highlighting ecological credentials**
Figure 40: Allbirds carbon footprint, April 2020
- Safety concerns will accelerate some trends**
- Lab-grown ingredients will be the new norm**
Figure 41: Interest in BPC ingredients, April 2020
Figure 42: Biossance marine algae eye cream, 2020
- Clean beauty will evolve**
Figure 43: Index of Google searches for 'sensitive skin', 19th May 2019-10th May 2020
- Expertise will be sought after**
Figure 44: Labmuffinbeautyscience, May 2020
- The shopping experience will be transformed**
- Brands can gamify the shopping experience**

Figure 45: Drest Christian Louboutin challenge, May 2020

WHAT CAN WE LEARN FROM PREVIOUS SLOWDOWNS?

- BPC fared well during the previous recession**
- Discretionary sectors will take longer to recover**
Figure 46: Birchbox, April 2020
- The COVID-19 after-effects will compound the impact of the recession**
- Savvy shopping behaviours will be revived**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Another recession, another indie brand boom**

LESSONS FROM OTHER MARKETS

- **Life gets back to normal in China**
Figure 47: Grocery shopping channel in the last one month, 28th February-1st April, 2020
- **Community feel is high**
- **Lessons for BPC**
- **Eye makeup will be the 'lipstick effect' post COVID-19**
- **Livestream channels boosted online shopping in China**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.