

# Beauty and Personal Care Retailing - Europe - January 2021

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## This report looks at the following areas:

- The impact of COVID-19 on the beauty and personal care retailing sector.
- The winners and losers in the sector since the start of the COVID-19 outbreak.
- The growth of the online BPC channel and the boost given to it by the COVID-19 outbreak.
- How people shop for beauty and personal care items and which retailers they use.
- What innovations consumers would like to see in in-store and online BPC stores.



“With stores deemed non-essential closed, many brands and retailers saw their overall sales fall in 2020. There was growth in online sales but this could not offset the loss of trade in bricks-and-mortar outlets. We expect the most successful retailers will be those that stay in tune with what consumers want, especially when it comes to digitisation, innovation, hygiene & safety and sustainability”.

**Utku Tansel, European  
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etail Analyst**

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