

Hand, Body and Footcare - UK - April 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The hand, body and footcare category showed modest growth in value in 2017, with the value of the premium segment growing at a greater rate than mass-market.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

Whilst the majority of people show an understanding of body skin being as important as facial skin, consumers are blurring the boundaries when it comes to product usage highlighting NPD and marketing opportunities to promote greater differentiation.

- **Blurring the boundaries when it comes to usage**
- **Out of sight, out of mind**

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DID YOU KNOW?

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

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The Market – What You Need to Know

- The category shows modest growth in value
- Premium products fare well
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