

Beauty Devices, Tools and Accessories: Inc Impact of COVID-19 - UK - October 2020

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This report looks at the following areas:

- COVID-19 drives DIY routines benefiting devices
- Promote value-for-money perceptions by tapping into multiple trends
- Offsetting price competition will be imperative

Demand for beauty/grooming devices, tools and accessories has proven resilient in recent years, with consumer interest in both electrical and non-electrical items piqued by innovation. In total, 93% of adults have used beauty/grooming devices, tools and accessories in the last year – showcasing the category's near universal reach.

COVID-19 has presented the category with both challenges and opportunities. There was an initial boost in demand, felt across the board, as consumers replaced professional treatments with at-home alternatives. However, a recession will see consumers adopt more savvy shopping habits, which drive trading down behaviours in less discretionary segments, alongside subdued demand for non-essential devices, tools and accessories.

The biggest threat facing the category is pricing, with this set to become particularly challenging in the electrical devices and appliances category. Whilst innovation and new technologies have encouraged higher value sales in recent years, the high price point of certain devices continues to deter and exclude many consumers from the category. This will only become more pronounced as a recession takes hold, driving demand for NPD at a more affordable price point across most segments.

Going forward, the primary opportunities to add value to the beauty/grooming devices, tools and accessories category align with key shifts in consumer behaviour, with the rising interest in sustainability and wellbeing both key opportunities to boost both usage and value sales.



"Innovation has driven demand for beauty/grooming devices, tools and accessories, and the market was further boosted by COVID-19 as consumers embraced DIY alternatives. The category's non-discretionary nature and ties to wellbeing will buoy demand, but consumers will become more price-conscious."

– **Samantha Dover, Sr Beauty and Personal Care Analyst**

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