

# Brand Overview: BPC - UK - January 2021

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## This report looks at the following areas:

- The impact of COVID-19 on BPC brands
- Usage of leading BPC brands
- Top scoring BPC brands on metrics like trust, preference, differentiation, and satisfaction and recommendation
- The top scoring BPC brands for personality traits including health, expertise, ethics, value and exclusivity
- Overview of the BPC private label retail environment

In contrast to the 2008-09 recession, where the 'lipstick effect' prevented a decline in the value of sales of BPC, the coronavirus crisis has led to a shift in priorities and increased focus on holistic health and wellbeing. This has influenced a decline in usage of appearance-focused products like fragrances and colour cosmetics, and increased demand for products with self-care attributes; since the COVID-19 outbreak 30% of skincare product users have moisturised their skin more.

Although the January 2021 lockdown will slow the recovery of the most affected categories, COVID-19 still presents new opportunities for brands. They can extend their offering to categories less impacted by lockdown lifestyles like skincare and haircare, or even explore new markets such as homecare to tap into wider wellbeing. For example, in 2020 beauty and wellness brand The Nue Co launched its first home scent specially formulated to help users reset and recentre.

However, the pandemic generated widespread economic uncertainty meaning that price and value are likely to become stronger purchase drivers. This can favour the market penetration of private labels and lower-priced options, particularly as these alternatives also tap into strengthening ethical and environmental sentiments.



"The COVID-19 outbreak has led consumers to review their BPC regimes and has put greater emphasis on holistic health and wellbeing. While lockdown periods reduced usage occasions for fragrances and colour cosmetics, consumers spent longer on self-care beauty routines and sought products to boost physical and emotional wellness."

– Emilia Tognacchini, Brand and Household Care Analyst

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While heritage brands with high consumer trust and strong reputation such as Dove and NIVEA will continue to resonate across different demographics, both household names and newer players need to recognise that consumers have become more critical about companies' pledges and communication strategies. Brands that demonstrate commitment towards a more ethical and sustainable industry will be well positioned to appeal to consumers in the 'next normal'.



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