

# Managing Skin Conditions and Allergies - UK - 2021

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- Impact of COVID-19 on skin conditions and allergies.
- Experience of skin conditions in the last 12 months.
- Treatment and management of skin conditions in the last 12 months.
- Triggers for skin conditions.
- Experience and treatment of non-food allergies in the last 12 months.
- Attitudes towards allergies and allergy remedies.

Experience of skin conditions remained steady from 2019 to 2021, whilst experience of non-food allergies declined; the most prevalent allergy – seasonal – fell from 45% in 2019 to 39% in 2021. Although the wearing of masks has given rise to irritation and skin breakouts (termed ‘maskne’), when it comes to seasonal allergies, face coverings have contributed to a reduction in symptoms through 2020 by reducing exposure to pollen.

As such, the COVID-19 pandemic has resulted in smaller than usual growth for the market value of OTC allergy remedies, but stronger growth is expected in following years as social restrictions ease and pollution levels again rise to pre-pandemic levels – exacerbating the symptoms of hay fever, the leading non-food allergy in the UK.

A threat to the allergy remedy segment comes from reduced innovation. There will likely be a number of first-time hay fever sufferers, or experience of more severe symptoms driving existing sufferers of hay fever towards remedies, and yet product innovation in this area has slowed significantly and may not meet the needs of a new audience. Interest in prevention and natural formulas is high and could be an opportunity for brands.

Opportunities for brands operating in the skin conditions space come from the wearing of face masks. The new normalcy of mask-wearing (expected to continue for some even after the pandemic has subsided) has already given rise to launches from high-end brands that specifically target ‘maskne’, and



“The pandemic has had a direct effect on the experience of both allergies and skin conditions. Whilst both segments are needs-driven, lockdowns and the wearing of masks has reduced exposure to pollen – reducing need for OTC hay fever remedies – but face coverings are causing skin irritation and breakouts (ie ‘maskne’).”

– Lucy Cornford, BPC Content Manager EMEA

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future innovation is expected from mass market and discount brands as awareness grows to broaden appeal.



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