

Hand, Body and Footcare - UK - 2021

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on the hand, body and footcare market.
- The value of individual segments and brand performance in 2020.
- Launch activity in 2020 and consumer interest in hand and bodycare innovation.
- Usage of hand, body and footcare formats and behaviours in the last 12 months.
- Usage frequency of footcare and barriers to usage.
- Attitudes towards hand, body and footcare.

The overall category fared well in 2020, with the body and handcare segments steering growth. Handcare in particular revealed an impressive 23% value growth to £68 million, as increased hygiene concerns as a result of the COVID-19 pandemic drove experience of hand skin irritation/dryness and subsequent handcare usage.

The COVID-19 pandemic had a positive impact on bodycare too, with usage frequency rising as consumers adopted bodycare as a core component of self-care routines designed to tackle pandemic-related stress and anxiety. In contrast, footcare suffered a decline in value as social distancing put footcare out of mind and the fall in overall physical activity reduced experience of foot skin concerns.

One of the biggest threats to the category will be the reversal of trends adopted in 2020. The category has benefitted from increased engagement as consumers switched from professional beauty treatments to at-home alternatives and fragrance users switched to using scented bodycare. Brands can innovate in at-home top-up products designed for use in between treatment visits, or build the scent profile of bodycare with customised scents and product collaborations with luxury brands.



"The challenge ahead will be for the category to maintain the increased engagement seen in 2020. Opportunities lie in blurring the lines with beauty treatments and fragrance, as well as expanding self-care routines for on-the-go use."

- Emilia Greenslade, OTC & Personal Care Analyst

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With consumers now prioritising hand and body skin, the opportunity for brands is to convert users into loyal consumers by adopting trends seen in the facial skincare category. NPD in skincare formats, such as masks and serums, as well as single ingredient formulations, can encourage product layering. Ingredient education on social media or through packaging design can also encourage engagement with products.



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