

Women's Facial Skincare - UK - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the women's facial skincare category.
- The value of individual segments and brand performance in 2020.
- Innovation and NPD in the women's facial skincare category.
- Usage and purchase of women's facial cleansing and caring products during the last 12 months.
- The rise of multistep routines and facial skincare challenges faced by women.
- Purchase journeys and opportunities to drive new product discovery.



"Women have embraced multistep skincare routines during the COVID-19 outbreak, with product usage seeing a significant increase and growth in spend robust despite cautious spending habits. Whilst this trend is expected to continue, there is a risk that women will move away from multistep routines post-pandemic."

- **Samantha Dover, Senior Beauty and Personal Care Analyst**

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