

The Personal Care Consumer - US - 2022

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This report looks at the following areas:

- The impact of COVID-19 and inflation on consumer behavior and the personal care market
- How usage trends impact the personal care market
- How brands in the space are innovating offerings to stand out from the competition
- How brands can influence consumers to look beyond the functional nature of the category

Over 40% of personal care consumers ranked "safe for sensitive skin" as one of their most important factors when purchasing personal care products, a likely reaction to the usage of overly harsh chemicals and formats (eg excessive exfoliation, multistep routines), a heightened awareness of skin conditions/ concerns and lingering desire for skin protection beyond the pandemic.

While price hikes due to inflation could lead some shoppers to trade down to less-expensive options, category players that are open and transparent with consumers about price increases could earn long-term loyalty.

Category purchasing remains consistent with last year, but the cost-sensitive environment sees consumers prioritizing and condensing their routines. Brands must go the extra mile to prove value beyond functional benefits.

Almost half of consumers believe skin health is a reflection of overall health; category players that pivot their strategies to incorporate and promote more skin health benefits will see success in today's wellness-focused environment.



"The total personal care market is expected to see low single-digit sales growth in 2022, driven by consistent product usage and the functional nature of the category. Adjusted for inflation, however, the category struggled to maintain sales dollars, highlighting value-driven behavior."

– Carson Wagner, Senior Beauty & Personal Care Analyst

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