

Women's Bodycare - UK - July 2012

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“Shifting demographics can put body, hand and footcare marketers in a fix. On the one hand, although known to be less frequent users, brands will need to place some attention to tending to older women.

Body, hand and footcare regimes are limited most frequently to after showering, before going to bed or first thing in the morning. In order to promote more convenient and frequent usage, products are boasting rapid-absorbing formulas and easy-to-apply formats, such as mists and sticks.”

– Alexandra Richmond, Head of Beauty and Personal care

In this report we answer the key questions:

- How can body, hand and footcare stand out and generate sales?
- Who should body, hand and footcare brands be marketing to?
- The convenience of body, hand and footcare: how to encourage usage?
- Can body, hand and footcare really deal with the eternal issue of weight?

Included:

- Handcare
- Footcare
- Bodycare, including:
 - Body lotions/creams including those that match or are line extensions to female fragrances
 - Body moisturisers in formats other than lotion and cream including sprays
 - Body butters
 - Emollients such as E45 cream
 - General-purpose products
 - Exfoliant products for body use eg polishing grains and scrubs
 - Anti-cellulite products
 - Bust-firming gels, creams and lotions
 - Fragrance treatment sprays
 - Tanning moisturisers – skincare with added tanning agent to build a gradual tan with frequent use.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100