

# Personal Care Consumer: Incl Impact of COVID-19 - US - July 2020

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## This report looks at the following areas:

Despite some struggling segments, the personal care market is expected to remain relatively stable in the coming year, as consumers rely on many personal care products to maintain their personal hygiene. Additionally, a continued focus on self-care and the growing existence of "clean" options in highly functional personal care categories will further support longer-term sales growth.

- The impact of COVID-19 on consumer behavior and the personal care market
- How the market will fare in a post-COVID-19 down economy
- Consumers' personal care behaviors and usage of products
- Launch activity and consumer interest in product innovations



"The impact of COVID-19 is apparent in every industry across the globe, and personal care is not immune. In fact, certain elements of consumers' personal care routines (eg shaving, hair washing) slid a bit during lockdown, leading to longer purchase cycles."

– Olivia Guinaugh, Home & Personal Care Analyst

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### THE MARKET – WHAT YOU NEED TO KNOW

- **COVID-19 impacts personal care routines, both positively and negatively**
- **Expect stable sales and bans on plastic; tweakments change product needs**

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### MARKET PERSPECTIVE

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- **Growing popularity of “tweakments” will change BPC product needs**

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- **Hair color, hand products and self-care rituals benefit from lockdown**
- **Adults feel less obligated to shave and wash hair when at home**
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- **Strong interest levels in innovations indicate opportunities**

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