

## January 2021

### Deodorants: Inc Impact of COVID-19 - UK

“While the category was on a downward trajectory even before the pandemic, lockdowns and social distancing in 2020 saw the decline in value exacerbated. With the UK entering another national lockdown in January 2021, usage will continue to be impacted as people spend more time at home. Despite ongoing price ...

### Suncare: Inc Impact of COVID-19 - UK

“COVID-19 proved to be particularly challenging for suncare, with usage occasions severely impacted. Although demand is expected to resume in the longer term as consumers get back to normality, the pandemic has highlighted the category’s reliance on factors that brands cannot control for repeat purchase. Blurring the line between suncare ...

### Clean Beauty: Incl Impact of COVID-19 - US

“Consumers buy clean products because they believe they are safer than traditional products, have higher quality ingredients and are better for the environment. In light of the COVID-19 pandemic, consumers are looking for ways to protect their health and safety – increasing demand for clean beauty and personal care products ...

## December 2020

### Skin Protection: Incl Impact of COVID-19 - US

“Although consumers are aware of the risks from any sun exposure, most sunscreen users still only use sunscreen on a seasonal or occasional basis. Encouraging consumers to use sunscreen during colder months and indoors is an obvious and constant challenge for sunscreen brands. Positioning sunscreen as an everyday product is ...

### Changing Face of US Healthcare: Incl Impact of COVID-19 - US

“COVID-19 has drastically changed how adults interact with the US healthcare system, as well as what adults expect from healthcare brands. The pandemic has expedited certain trends within the healthcare space, such as the use of virtual care tools for primary care, improved accessibility to mental health resources and retail ...

### Ingredient Trends in Beauty and Personal Care: Incl Impact of COVID-19 - US

“The unprecedented arrival of COVID-19 is accelerating demand for clean products. This will impact not only beauty categories but also highly functional personal care categories, suggesting that brands within these categories will need to tap into clean beauty sooner than they anticipated. A stronger focus on health and safety is ...

## November 2020

### Fragrance Trends in Beauty: Incl Impact of COVID-19 - US

“The fragrance and scented personal care market is in a moment of evolution. Lifestyle changes as a result of COVID-19 put pressure on the fragrance side of the market, while scented personal care thrives due to heightened focus on health and hygiene.

Even before the pandemic, cross-category competition posed a ...

### Beauty Retailing: Incl Impact of COVID-19 - US

“Beauty retail sales were well positioned for growth before COVID-19. However, the pandemic caused immediate disruption to the beauty retail landscape as well as consumers’ lives and consequently, their beauty routines. While segments such as facial skincare will see growth as consumers prioritize it as part of their wellness routines ...

## October 2020

### Beauty Devices, Tools and Accessories: Inc Impact of COVID-19 - UK

“Innovation has driven demand for beauty/grooming devices, tools and accessories in recent years, and the value of the market was further boosted by COVID-19 as consumers embraced DIY alternatives in place of professional treatments. The category’s non-discretionary nature and ties to wellbeing will buoy demand going forward, but consumers ...