August 2023

First Aid - UK

"Consumers' lifestyles have returned to normal following the COVID-19 pandemic, resulting in value growth in the first aid category, particularly stemming from the insect repellent segment due to increased travel and hotter local climates. During the income squeeze, value will be sought-after, particularly for basic first aid products. However, quality ...

July 2023

Oral Care - UK

"As financial concerns heighten, consumers are looking for innovative at-home oral care treatments and expert validation for oral care products. Societal pressure for white and straight teeth has led to a focus on cosmetic dentistry, but there is an opportunity for brands to diversify marketing campaigns and create a more ...

June 2023

OTC Analgesics and Cough, Cold and Flu Remedies - UK

"The market has surpassed its pre-pandemic value as cases of cough, cold and flu have all risen to almost pre-COVID-19 levels. The categories are also less impacted by the income squeeze compared to others, as the infrequent purchase of products, alongside the premium consumers place on their health, means there ...

May 2023

Family Planning and Pregnancy - UK

"Since the COVID-19 pandemic's 'baby boom', perspectives on family planning have shifted and hesitancy to start or expand families due to the cost of living crisis. Although this may disadvantage the category, it remains important for brands to personalise and support the journeys of aspiring and new parents. This ...

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February 2023

Intimate Hygiene and Sanitary Protection - UK

"The incontinence, sanitary protection and intimate hygiene market grew in 2022, but savvy shopping behaviours including trading down and shopping on special offer impacted growth. There are opportunities to drive future growth by proving the worth of paying more for natural, ethical and expert claims, as well as opening up ...

Upcoming Reports

Suncare - UK - 2023

Vitamins and Supplements - UK - 2023

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