## March 2020

### Women's Haircare - UK

“Women’s haircare continues on a downward trajectory when it comes to value sales, with the styling segment in particular suffering losses. Hair health is paramount to women, impacting haircare behaviours through a reduction in frequency of washing and styling hair. Whilst ‘clean’ and natural claims continue to be important, sustainability ...

### Men's Haircare and Skincare - UK

“A continued decline in value sales of men’s haircare and skincare is creating a challenging environment for both brands and retailers. Savvy shopping habits are putting downward pressure on prices in both categories, and men still favour a basic routine. Opportunities to reinstate growth in the market lie in personalisation ...

### Disposable Baby Products - US

"After experiencing plummeting sales in 2017, the disposable baby products market continues to stabilize, reaching $8 billion in total 2019 retail sales, an increase of 1.7% from 2018-19. However, market sales are expected to slow due to declining birth rates, parents’ value-driven approach to the category, as well as ...

### Drug Stores - US

"US drug store revenues will exceed $300 billion this year. While the channel has consistently posted gains, the pace of growth is projected to slow down in light increased competition from outside the channel and a shifting consumer preference toward generic drugs over name brands. With new partnerships and new ...

## February 2020

### Feminine Hygiene and Sanitary Protection Products - UK

“The feminine hygiene and sanitary protection category has been steadily growing in recent years, bolstered by strong sales in the incontinence sector and a beauty revamp of the feminine hygiene sector. The sanitary protection sector, however, is dampening growth; signalling that brands must do more to respond to growing environmental ...

### The Green BPC Consumer - UK

“Demand for green BPC is strong, and brands are responding with increased NPD, but there is still room for growth, as consumers still show a preference for regular beauty and grooming products. More education is needed, and proof that products are more sustainable than others on the market may be ...

### Beauty Influencers - US

"Beauty influencers and the power of social media continue to shape the beauty industry. While influencer collaborations with brands continue to resonate with consumers, issues surrounding trust and credibility could signal future challenges. To alleviate these concerns, brands and influencers must adopt a more realistic and relatable approach to the ...

### Soap, Bath and Shower Products - US

"Due to the functional nature of the category, the soap, bath, and shower products market continues to experience slow, yet steady growth. Growth is being tempered by struggling bar soap sales but gains in liquid and bath products are driving the category forward."

**- Olivia Guinaugh, Home & Personal Care Analyst**

### Beauty and Personal Care Retailing - Europe

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# Beauty and Personal Care - International

"Growth in the beauty and personal care industry is expected to continue unabated in 2020, in part boosted by technological advancements supporting tailored products and experiences. We anticipate that the most successful retailers will be those that ensure they stay in tune with what consumers want, especially when it comes ...

## January 2020

### Health Management Trends - US

"The start of a New Year and new decade has people inspired and setting numerous goals to improve their health and wellbeing. While setting goals is the first step, it's also the easiest. It's keeping the motivation throughout the entire year, and even decade, that most people need help with ...

### Beauty and Personal Care Retailing - France

"French beauty and personal care specialists are operating in a tough environment – demand is weak and competition is growing from online. Retailers are investing in in-store tech and innovations that blend with the digital world, increasing their omnichannel integration. Services that have the human touch are also helping to ...

### Beauty and Personal Care Retailing - UK

"As the value of the beauty and personal care sector has fallen into decline, with even beauty seeing negative growth in 2019, retailers need to ensure that they focus on the growth opportunities presented by two key demographics – Gen Z and older women aged 55+. Teens are increasingly being ...

### Nail Color and Care - US

"To prevent the nail color and care market from further declines, brands in this space must alleviate concerns over chemicals and nail damage. The growing shift in preferences from nail polish to alternatives demonstrates opportunities for growth. Brands that emphasize nail health and natural formulas can potentially remedy losses and ...

### Beauty and Personal Care Retailing - Italy

"Consumer spending on beauty and personal care in Italy has been rising for the past six years but has seen a slowdown in the past two years, with retail sales stagnating in 2018. Nevertheless, the leading specialists have continued to outperform the market, and although Italians appear to remain sensitive ...

### Beauty and Personal Care Retailing - Spain

"Beauty and personal care specialists in Spain have been focusing on strengthening their ecommerce presence, but they continue to face strong competition from non-specialist retailers across the board. They are turning their attention back to their stores to improve the multichannel shopping experience, hoping to entice consumers with new tech ...

### Hair Colourants - UK

"Demand for hair colourants has been subdued by the pro-ageing movement, with older consumers opting to embrace their greys rather than cover them. Young consumers have remained engaged but favour lower-value temporary products, suggesting that brands need to find ways to encourage them to spend more. Personalisation will be crucial ...

### Brand Overview: BPC - UK

"Contemporary consumers are sensitive to the idea of glamour, exclusivity and indulgence, suggesting that BPC products that balance functionality with intangible perceptions of luxury have the potential to resonate widely among consumers. However, ethics have also come into play, and consumers are putting the BPC industry under scrutiny. Increasingly, consumers ...

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