

# Beauty and Personal Care Accessories - US - November 2019

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## This report looks at the following areas:

- Niche demographics present opportunity for hair accessory brands
- Fashion trends and influencer collaborations drive decorative hair accessory engagement
- Shower accessories with spa connotations resonate with consumers
- Bath and shower accessories with eco-intentions present opportunity
- Minimalism and anti-excess movements challenge BPC accessories
- Women seek cruelty-free makeup brushes

Several key players in the MULO BPC accessories market have struggled due to increased competition, with niche brands capturing a larger share of the market. The purchase drivers of bath and shower accessories are moving from a functional approach toward added benefits focused on wellness, helping to drive resurgence in the segment. Makeup brushes are stagnating due to long purchase cycles and the majority of women owning a limited repertoire of products. To engage with consumers, brands must offer multitasking options and include eco-friendly claims. Lastly, while most consumers still stick to basic hair accessories over trendy options, brands can boost sales with on-trend styles and influencer collaborations.



"High penetration of category staples combined with long purchase cycles creates challenges in growing the market. To compete in this space, brands must offer additional benefits or claims to stand out to consumers. Social media and influencer collaborations present opportunities for players in this space."

- Clare Hennigan, Senior Beauty & Personal Care Analyst

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