

Hand, Body and Footcare - UK - April 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The growth of the market to £557 million in 2018 has been driven by bodycare as consumers don’t understand the need for hand and foot products. Innovation trends create a focus on all-purpose products, meaning brands must develop personality to differentiate.”

– Alex Fisher, Associate Director BPC

This report looks at the following areas:

Links to wellness could work for footcare; feeding the organs with spiritual energy or friendly bacteria via reflexology. Handcare may have a more difficult journey as consumers are strapped for time, so fortifying ingredients that improve the look of skin and nails are now a must.

- **Multipurpose boosts bodycare**
- **Tackling the fall of footcare**

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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