

April 2020

纯净美容 - China

“虽然消费者对纯净美容持积极态度，但由于其在中国市场认知度较低，并且消费者认知模糊，因此纯净美容的进一步发展可能会受到阻碍。这需要品牌在消费者教育上多下功夫，将纯净美容与目前的有机/自然美容概念区分开来。另一方面，消费者对纯净美容的需求主要集中在产品的安全性和功效性上，说明在现阶段，品牌应该通过强化功效来回应消费者的期望，而不是仅仅围绕安全性。”

- 蒋亚利，高级分析师

本报告分析以下问题：

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

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."

Beauty and Personal Care - International

- Olivia Guinaugh, Home & Personal Care Analyst

Beauty and Personal Care Retailing - Europe

“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

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

"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 ...

"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 ...

Upcoming Reports

Attitudes towards Cosmetic Procedures - UK - December 2020

Clean Beauty - US - December 2020

Suncare - UK - December 2020

美妆意见领袖 - 中国 - 2020年12月

Fragrance Trends in Beauty - US - November 2020

Beauty Devices, Tools and Accessories - UK - October 2020

Ingredient Trends in Beauty - US - October 2020

Feminine Hygiene and Sanitary Protection Products - US - September 2020

Supplements - US - September 2020

Black Haircare - US - August 2020

Fragrances - UK - August 2020

Marketing to Moms - US - August 2020

Men's Personal Care - US - August 2020

男士面部护肤品 - 中国 - 2020年8月

Beauty Influencers - China - December 2020

Deodorants - UK - December 2020

Super Protein - US - December 2020

Changing Face of US Healthcare - US - November 2020

Skin Protection - US - November 2020

Beauty Retailing - US - October 2020

Beauty Online - UK - September 2020

Perceptions of Beauty across Generations - US - September 2020

Vitamins and Supplements - UK - September 2020

Digestive Health - US - August 2020

Gen Z Beauty Consumer - US - August 2020

Men's Facial Skincare - China - August 2020

Vitamins and Minerals - US - August 2020

Color Cosmetics - US - July 2020



Beauty and Personal Care - International

Oral Care - UK - July 2020

**Women's Facial Skincare - UK -
July 2020**

**Colour Cosmetics - UK - June
2020**

**Marketing to Gen X - US - June
2020**

**Beauty Influencers and Educators
- UK - May 2020**

**Facial Skincare and Anti-aging -
US - May 2020**

Oral Health - US - May 2020

**Gifts in Beauty & Personal Care
- UK - April 2020**

**Shampoo, Conditioner and
Hairstyling Products - US - April
2020**

**Personal Care Consumer - US -
July 2020**

**Bodycare and Deodorant - US -
June 2020**

**Hand, Body and Footcare - UK -
June 2020**

**Natural and Organic Toiletries -
UK - June 2020**

**Consumers and the Economic
Outlook - UK - May 2020**

**Marketing to Millennials - US -
May 2020**

**Cough, Cold, Flu and Allergy
Remedies - US - April 2020**

**Marketing to Gen Z - US - April
2020**

**Shaving and Hair Removal - US -
April 2020**