

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 ...

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 ...

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

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

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

Beauty and Personal Care - International

“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 ...

“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 ...

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 ...

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 ...

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

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

Fragrances - UK - August 2020

Beauty Influencers - China - December 2020

Deodorants - UK - December 2020

Super Protein - US - December 2020

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

Digestive Health - US - August 2020

Gen Z Beauty Consumer - US - August 2020

Beauty and Personal Care - International

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

Color Cosmetics - US - July 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

Shampoo, Conditioner and Hairstyling Products - US - April 2020

Disposable Baby Products - US - March 2020

Gifts in Beauty & Personal Care - UK - March 2020

Women's Haircare - UK - March 2020

Men's Facial Skincare - China - August 2020

Vitamins and Minerals - US - August 2020

Changing Face of US Healthcare - US - July 2020

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

Marketing to Gen Z - US - April 2020

Shaving and Hair Removal - US - April 2020

Drug Stores - US - March 2020

Men's Haircare and Skincare - UK - March 2020

纯净美容 - 中国 - 2020年3月