Beauty and Personal Care in the United Kingdom

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
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Competitive landscape
Retailing developments
What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in the United Kingdom

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2023 DEVELOPMENTS

Value sales of baby and child-specific products increase as unit prices rise
Consumers looking for most suitable products for their children boost premium sales
Retail offline remains essential for purchases of baby and child-specific products

PROSPECTS AND OPPORTUNITIES

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Private label growth and shrinkflation are major challenges for bath and shower
Premium segment supported by consumers seeking benefits beyond simple functionality

PROSPECTS AND OPPORTUNITIES

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Price sensitivity drives further consumer polarisation based on spend

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Skinification of underarms continues to drive innovation in deodorants
Private label offers alternative during times of inflationary pressure

PROSPECTS AND OPPORTUNITIES
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- Poor year for Olaplex impacts salon professional hair care’s performance
- Boots places greater focus on salon professional brands

**PROSPECTS AND OPPORTUNITIES**

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**Men’s Grooming in the United Kingdom**

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- Men’s deodorants benefits from greater mobility post-pandemic
- Mass brands outperform premium segment in men’s toiletries

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Whitening products continue to gain popularity, influenced by TikTok

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Skin Care in the United Kingdom

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Dermocosmetics and independent brands continue to disrupt longstanding names
Boots N°7 Future Renew series gains significant ground

Prospects and Opportunities
Blurring the space between mass and premium expected to drive forecast growth
Hybrid options pose both opportunities and challenges for skin care
Ingredient-led focus to become the norm for skin care consumers
KEY DATA FINDINGS

2023 DEVELOPMENTS
Sun care continues to grow in 2023
Self-tanning maintains flat demand as younger consumers embrace their true selves
E-commerce sales grow but retail offline drives sun care distribution

PROSPECTS AND OPPORTUNITIES
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Premium Beauty and Personal Care in the United Kingdom

KEY DATA FINDINGS

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Premium fragrances continues to drive value sales in 2023
Ingredients become as important as brand name in terms of premium feature

PROSPECTS AND OPPORTUNITIES
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Mass Beauty and Personal Care in the United Kingdom

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Private label helps fuel growth in 2023
Mass beauty segment reflects the shifting landscape of retail

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