Euromonitor International

Self-Care at Home

June 2023

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Exploring self-care at home
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Self-care at home uncovered

SELF-CARE IS DRIVING GROWTH IN HOME PRODUCTS

Self-care is not a topic you can safely ignore when building growth strategy in home products
Muddy Trowel answered a nurturing need, and attracted a global leader as a key investor
Zee.Dog launched a natural health-orientated premium dog food, also triggering acquisitions
More exposure to self-care means better exposure to future growth

AN ASPECT OF PRODUCT APPEAL (OR EXCLUSION)

We are going to more extreme efforts to prevent threats being invited into our sanctuary
The Inspired Home Show (March 2023) gave an example of how fast an exclusion can happen
VOCs are a rising issue, partly due to harm, but also because other factors make them visible
Ingredients are an issue; but “toxin” release is game changing if visible to users in real time
Stakeholders are entering the market with a vested interest in trumpeting issues like VOCs

WINNING YOUR RIGHT-TO-PLAY IN AN EMOTIONALLY RESONANT ZONE

We could explain how deeply the humanising trend has embedded; but we don’t need to…
Self-care solutions are already emerging beyond the basics, focusing on mood enhancement
A ready meal for dogs from late 2022 shows a direction of travel for emotional investment
Mood enhancing emerges as a consistent self-care experiential claim in premium positioning
This “mood” factor is consistently active and growing across many parts of the needs map
Stress in the 2020s is abnormally strong, and emotional counter-reactions are equally strong

NEW VALUE CREATED FROM EMERGING TENSIONS

The law of unintended consequences resonates, with self-care solutions creating new issues
Novozymes lean into biology, but “probiotics” as a claim is contentious, outside of foods
Premium pet treats driven by holistic wellbeing in wake of pandemic pet anxiety
Tension between natural materials and cleaning culture opens opportunity for new materials
Tensions describe both a weakness and an opportunity; strong positive emotions are implied

CONCLUSION

Key takeaways
Self-care at home: How to win
Evolution of self-care at home
Questions we are asking
If looking for content in health and wellness, the following are published, and more is coming

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