

The Grocer

Focus On: Beauty, Suncare & Holiday Essentials by Ash O'Mahony (Ashleigh.omahony@wrbm.com)

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The Story

Despite a declining toiletries market, Beauty and Suncare is on the up, with every sector - with the exception of hand cream - in growth, and lip care value sales soaring an impressive 13.4%. The battle of brands vs own label is heating up, with the former clawing back market share through shoppers willing to spend more on their skin and suncare products. How are brands convincing shoppers their products are worth paying extra? Which NPDs and innovations have boosted brands, and what's in store for 2018?

Key themes:

Brands vs. Own Label: Own label is down 2.4% in value sales, a big drop after last year's success. Brand value sales on the other hand are up 4.2% - how are brands regaining their lost customers?

Retailers: What are the top performer's key ranges, and where are they succeeding where others are failing?

Lip Preparations: Lip preparations are the fastest growing sector within the category, with value sales up 13.4% on volumes up 6.9%. Shoppers are paying more per pack and buying more per trip, though sector performance has been hindered by older and less affluent shoppers dropping Lip from their Skincare repertoire. Which brands and NPDs have contributed to the growth of the sector, who is reaping the rewards, and why are shoppers willing to pay more for lip care products?

Skincare: Skincare value sales are up 2.2%, boosted by micellar water, facemasks innovations and increased interest in cleansers leading to shopper gains. What are the key NPDs, innovations, promotions and marketing strategies that are driving growth?

Suncare: Following a tough year, Suncare has seen value growth driven by attracting new shoppers, but flat volume due to smaller baskets, especially in Adult Protection. Aftersun has seen good value performance with shoppers spending more per pack. What have been the key innovations and NPD boosting sector growth? Who are this year's biggest winners and losers for the sector?

Innovations: We identify four new products or product ranges that have ideally not appeared in The Grocer before including launch date and RSP, and an image.

Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What impact has own-label had on branded players?
- What's next for the category?