

Focus On: Toiletries & Personal Care, publishing 6th October

Online Listicle to go live on 7th October

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Advertising deadline 26 September

The Story

The big beauty brands better look out. For there are some new challengers in town – and they're rapidly gaining consumer attention. We have everything from the retro and science-inspired brands, which are rapidly racking up listings in the mults, to direct-to-consumer businesses. So do these challengers have what it takes to disrupt the market? And can the big brands fight off the competition?

Online Listicle: The direct to consumer toiletries businesses shaking up the market

Key themes:

Premiumisation: Shoppers are paying more for skincare and haircare. How are the new wave of businesses feeding into consumer trends to get them to part with more of their cash?

Personalisation: Function of Beauty will customise a shampoo according to your hair type. Nomige will offer personalised skincare according to your DNA, and Insitu will create a product based on your skin profile. To what extent can these expensive, but highly personalised products lure in shoppers away from mainstream brands? How can big brands respond?

Science: Trendy challenger brands are using scientific claims to tempt in consumers. What are the new claims and which are resonating with shoppers? Is Hyaluronic Acid the big thing? Or 'Dragon's blood' (sap from the Croton Lechleri tree)?

Ethical: Is there a gap in the market for a big sustainable beauty brand as consumers become more aware of their impact on the environment? Will big brand launches rival smaller brands and capture consumers from the likes of Lush?

Dental care: Is the Insta-smile influencing sales within premium toothpaste? Which brands are driving this trend? Who have been the biggest winners and losers of the past year and what's the strategy for the coming year? How is mouthwash performing?

4 x innovations: We identify four new products or product ranges that have ideally not appeared in The Grocer before including launch date and RSP, and a hi-res picture of each.

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 has merchandising changed in the market?