

The Grocer

Focus On: Toiletries and personal care

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The Story

Looking good has never been more important to Brits. So much so that plastic surgery rates are on the rise – and ‘tweakments’ are becoming commonplace. It’s a trend that has played right into the hands of the personal care industry. For Brits who aren’t keen to go under the knife, it’s offering the next best thing. A number of surgical-style treatments are adorning the shelves, from ‘laser effect’ moisturisers to ‘filler’ creams. Even dental care is getting in on the act, with comprehensive home whitening kits. All this is helping to push up prices in toiletries and personal care, mitigating declining volumes. So who is reaping the rewards of the trend? And what does it mean for the future of personal care?

Themes to cover:

Skincare: Skincare has seen some of the most obvious surgical-style launches. Which brands are at the forefront of this? What is the appeal to consumers? To what extent are they pushing up prices?

Dental care: The whitening trend is gaining ground. Many products on the market now resemble the kind of heavy-duty stuff you would see at the dentist. How does this play into consumer demands?

Own label: Own label is giving brands a run for their money in this arena. See the success of Boots’ No.7 Line Correcting Serum, in distinctly surgical-style packaging. Which retailers are making the most of this trend? Is there room for the supermarkets to do more?

Rising prices: It’s not just surgical-style launches pushing up prices. Sectors that haven’t been subject to the trend are also seeing price rises – from deodorants to bath and shower products. What is behind these increases?

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

Kantar data: Using Kantar data, we explain the factors behind the performance of the different personal care categories.

Nielsen data: Using Nielsen data, we explain the rise and fall in performance of the top 10 skincare brands.