

# The Grocer

**Focus On: Personal Care**

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**Advertising deadline:** 24 March 2023  
**Submissions deadline:** 21 March 2023

With inflation on the rampage, it feels inevitable that own label skincare and sun care are stealing share off branded products. The question is which retailers can make the most of the shift, especially with many outlets rolling out new lines of cheaper cosmetics. So will the reputation of high street pharmacies give them an edge? Can the hard-nosed tactics of discounters continue to grow their cosmetics sales, where they undertrade against grocery share? And how will brands and more expensive retailers generate sales in these cost-conscious times?

**Own label:** With pharmacies arguably holding a reputational edge in cosmetics, will their own label lines outcompete similar efforts from grocery retailers?

**Pricing:** Discounters are growing their cosmetics share well ahead of the market, but their ranges are still small compared to conventional retailers. What are their plans for developing this category?

**Premium:** What role is there for premium cosmetics amid widespread downtrading? What credentials will justify higher price tags?

**Innovations:** We will profile 4 new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each