

# The Grocer

## Focus On Personal Care

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**Submissions deadline:** 19 March 2025

**Fluffy brows, smoky eyes, dewy skin and rosemary hair... believe it or not, these were some of the hottest online health and beauty trends of 2024 (along with natural skincare, Korean skincare, retinol and glass skin). Analysts say that it's never been more important for haircare, skincare and cosmetics brands to keep up with the latest trends online. So how are brands using social media to shape trends, attract consumers and sell products? How can retailers use social media to drive sales? And what will be the biggest online beauty trends of 2025?**

**Retail:** Analysis by NIQ reveals that sales of haircare, skincare and cosmetics have increased in value and volume terms over the past year. This feature will explore which channels (i.e. bricks and mortar, online, DTC, social selling) are driving most growth and why. How adaptable do bricks and mortar retailers have to be to keep up with trends?

**Trends:** This is one of the fastest moving markets when it comes to trends. So what's likely to be hot this year? What has the biggest influence on health and beauty trends and how can brands tap into them? Which celebrity influencers have the most clout at the moment?

**Social selling and sampling:** This feature will also explore the rise of selling products and distributing samples direct to consumers online. We will explore which brands and retailers are doing this, the challenges of doing so, and how big the opportunities are.

**Innovation:** This feature will pay close attention to the latest trends in the market and how this is playing out in terms of product innovation. We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.