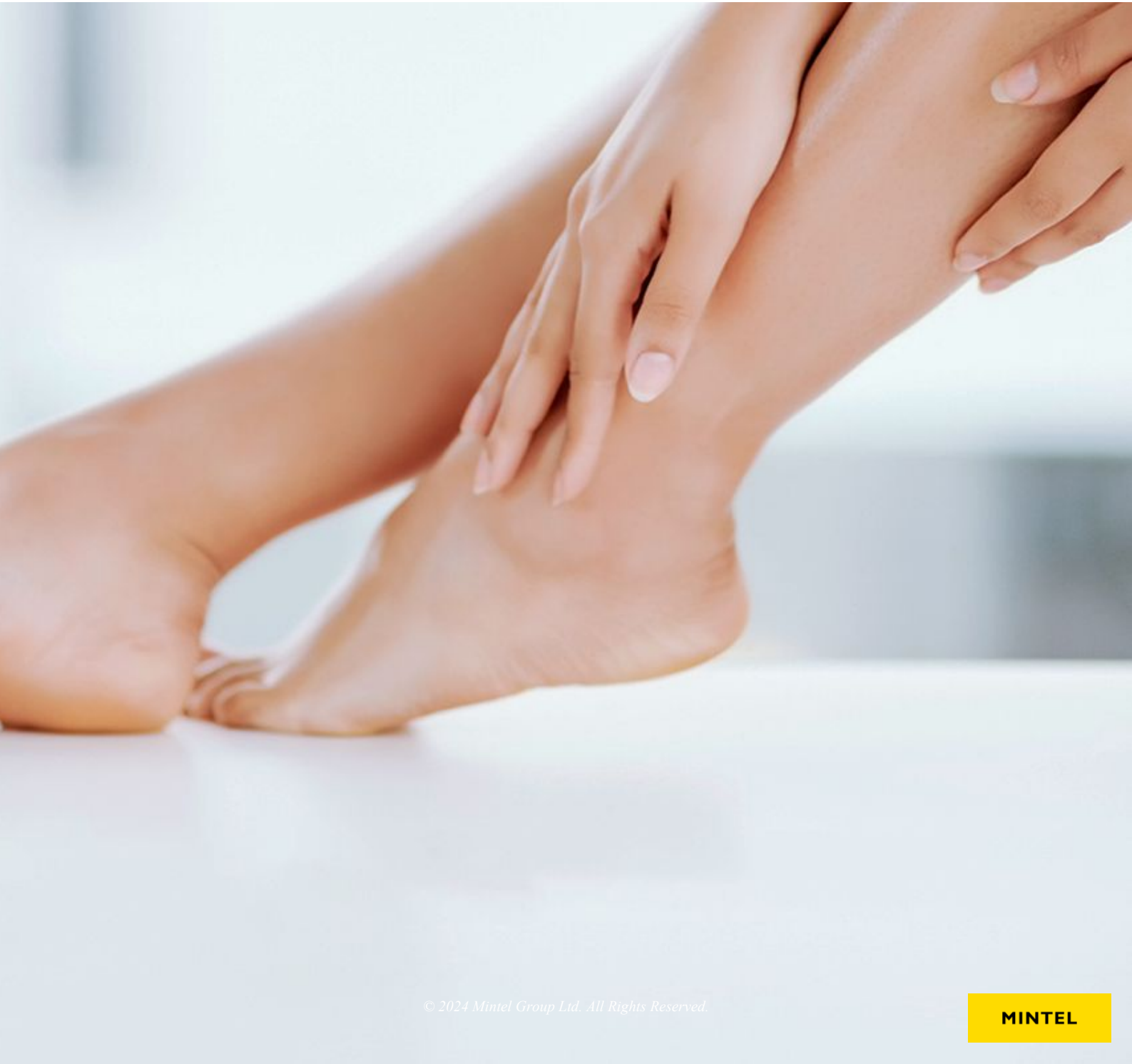


# A YEAR OF INNOVATION IN BODY, HAND AND FOOTCARE, 2021

Adding value are ingredient-led, wellness-focused and specialised formulas. Carbon footprint, refill and solid NPD brings eco disruption; transparency will be key.



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# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Innovation opportunities in body, hand and footcare

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: body, hand and footcare, 2021

### EMEA: innovations explore an array of ways to drive engagement

- Skincare themes and benefits evolve and expand
- Top 10 beauty-enhancing/skincare claims: biggest focus by far on hydration
  - Graph 1: body, hand and footcare launches by top 10 beauty enhancing and for sensitive skin claims, 2016-17 vs 2020-21
- Ingredient-led innovations evoke trust
- Innovations blur with clothing/ancillary markets to promote skincare efficacy
- Versatile daytime or overnight handcare hydration
- Overnight innovations align with the big focus on sleep for mental wellbeing
- Further elevate the body/hand/footcare routine as pleasurable and relaxing
- Blur with on-trend candles to bring serenity
- The focus on hand hygiene may dissipate post-COVID-19
- NPD focuses on value in terms of pricing...
- ...and in terms of versatility/convenience

### Europe: innovate in a busy eco and natural space

- Eco and natural innovation aims to be more transparent
- Eco, vegan and natural claims are the fastest growing
  - Graph 2: body, hand and footcare launches by the fastest growing claims, 2016-17 vs 2020-21
- Many brands are committed to vegan beauty
- Refills are niche but on the rise
- Solid formats are on trend and align with eco merits
- Brands tap into carbon footprinting trends
- Natural/gentle baby care brand moves into adult space
- Spotlight on MEA: fast-growing claims and standout launches

## ASIA PACIFIC (APAC)

- APAC retail market overview: body, hand and footcare, 2021

# A year of innovation in body, hand and footcare, 2021

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## **APAC: premiumise with facial-skincare-inspired attributes, specialised formulas and wellbeing-focused concepts**

- NPD aims to make favourable comparisons with facial skincare
- Top 10 beauty enhancing/skincare claims – niche claims can expand
  - Graph 3: body, hand and footcare launches by top 10 beauty enhancing and for sensitive skin claims, 2016-17 vs 2020-21
- Bodycare innovations tout facial care qualities, textures and ingredients
- Hero anti-ageing niacinamide expands across bodycare
- Vaseline taps into the increased focus on vitamins and supplements
- Derma innovations harness the power of pro-vitamin D
- Specialised innovations disrupt while meeting the needs of a few
- Look to engage with a tween audience
- A gap exists for brands to address body acne concerns
- Wellness concepts remain on trend and inspire NPD
- Wellness innovations link to exercise, warmth and the medicinal

## **APAC: natural and eco innovation aims to be more transparent**

- Appeal to the interest in natural formulas and aim to be more transparent
- Natural, free-from and eco claims steadily rise
  - Graph 4: body, hand and footcare launches by select fastest-growing natural, free from and eco claims, 2016-17 vs 2020-21
- Eco packs and upcycled formulas tap into eco trends

## **THE AMERICAS**

- Americas retail market overview: body, hand and footcare, 2021

## **Americas: premiumise and drive interest in an array of ways**

- Skincare benefits and concepts can evolve
- Reposition bodycare as just as important as facial care
- Active ingredients on show
- Tap into the increased appeal of vitamins and beauty supplements
- Menopause skincare themes move to bodycare
- The appeal of more targeted and specialised skincare products
- More disruptive concepts tap into wellness trends
- Combine the physical with the digital to support mental wellbeing
- Wellness NPD uses celebrity influence and the inclusion of candles
- DIY spa-like manicures and pedicures can pamper
- The focus on scent holds strong and can better link to wellness
- Standout self-care messaging catches consumer attention

## A year of innovation in body, hand and footcare, 2021

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- More mass-market brands tap into diversity trends
- Add value by stressing functional merits: spotlight on antibacterial
- Antibacterial claims remain in the spotlight
- The appeal of multifunctional concepts can negatively impact price margins

### **Americas: the rise of eco and natural claims continues, but transparency will be key**

- Concern around chemicals and the planet continues to drive eco and natural NPD
  - Graph 5: body, hand and footcare launches by fast-growing eco and natural claims, 2016-17 vs 2020-21
  - Graph 6: body, hand and footcare launches by fast growing eco and natural claims, 2016-17 vs 2020-21
- The spotlight on plastic waste continues to drive eco packaging innovation
- Sustainable messages shift and focus on biodiversity
- Raise the bar around transparency and be overt about formulations
- Clean beauty trends make further moves in Latin America

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