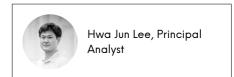
THE FUTURE OF BODY, HAND AND FOOT CARE: 2021

Bodycare is a flourishing market and consumer-centric innovation around wellness and premiumisation is on the agenda.





Report Content

· The now, the next and beyond

WHERE WE ARE RIGHT NOW

- · What we have seen in body, hand and foot care
- · What we have seen in suncare

IN THE NEXT TWO YEARS

· Mintel's perspective

Fragrant bodycare for holistic wellbeing

- · Utilise aromatherapy for mental wellness
 - Graph 1: % of aromatherapy claims in new body, hand and footcare launches mentioning mood-boosting, stress-relieving or relaxing, 2017-21
- Fragrance's importance in bodycare
- · Choose your seasonal mood
- Play a key role in aromatherapy routines
- · Combine fragranced bodycare with skin sensations
- · Insert refreshing sensations into bodycare
- Holistic wellness desire: unlock the potential of these personas

Evolve to multiprotective sunscreen

- · Innovate beyond sun protection
- · Address the concerns on blue light, HEV and IR
- Be a leader in the discussion of blue light
- · Expand protective claims to protection against more stressors
- · Explore new types of benefits for suncare
- · Formulate based on mineral suncare
 - Graph 2: % of each sunscreen active in new suncare launches, 2018-21
- · Enhance the texture of mineral suncare
- · Innovative sunscreen seekers: unlock the potential of these personas

Diversify bodycare rituals

- Consumers want to advance their bodycare routines
- Use anti-acne claims to differentiate bodycare
- · Stylised anti-acne bodycare launches draw in new consumers

The Future of Body, Hand and Foot Care: 2021

- · Renew the focus on décolletage care
- · Address segmented consumer needs
- · Continue to grow hygienic benefits in handcare
- · Put hygiene claims front and centre
- · New bodycare routine: unlock the potential of these personas

IN FIVE YEARS AND BEYOND

Keep pace with facial skincare trends for premiumisation

- · Offer premium bodycare to the level of facial skincare
- · Quickly adapt skin beneficial ingredients for bodycare products
- · Emphasise hero ingredients
 - Graph 3: % of sodium hyaluronate claims in new facial and bodycare launches, 2017-21
 - Graph 4: % of niacinamide claims in new facial care and bodycare launches, 2017-21
- · Build the product pipeline with sodium hyaluronate and niacinamide
- · Build a portfolio with holistic wellness
- · Catch up with immunity claims
 - Graph 5: % of sub-category in new skincare launches with immunity claim, 2020-21
- · Use immunity as a keyword
- Bodycare resembles facial care: unlock the potential of these personas

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