

# 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.



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## 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

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- 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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