

Top Trends in Cosmetics and Toiletries, H2 2020 - Exploring the Latest Consumer and Innovation Trends

<https://marketpublishers.com/r/TA07C08857C9EN.html>

Date: December 2020

Pages: 42

Price: US\$ 1,450.00 (Single User License)

ID: TA07C08857C9EN

Abstracts

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SUMMARY

This report outlines the key consumer and innovation trends impacting the cosmetics and toiletries industry in H2 2020. It explores market dynamics, industry deals, and news highlights, all of which are influencing innovation and purchasing decisions in the sector today.

The performance of cosmetics and toiletries in the last quarter has been heavily shaped by COVID-19, as consumers spend more time indoors and social gatherings become less common. Brands are attempting to navigate decreased willingness to spend on non-essential categories by adapting their business models and developing suitable innovation where possible.

SCOPE

Make-up, fragrances, and sun care are to see the most decline in 2020 compared with previous baseline predictions.

The majority of global consumers continue to purchase beauty and grooming products in the middle of the price range.

A product's perceived trustworthiness remains the most influential factor when making a purchase to consumers in H2 2020.

REASONS TO BUY

Assess the global market development and categories driving performance in cosmetics and toiletries.

Identify the key consumer behaviors shaping Cosmetics and Toiletries and their resulting trends.

Gain access to forward-looking recommendations and future innovation opportunities.

Contents

Market Monitor
Executive Summary
Market Overview
Market Dynamics
Deals Analysis
News Analysis
New Product Launches
Take outs
Appendix

COMPANIES MENTIONED

Unilever
Procter & Gamble
L'Oréal S.A.
LVMH
Charlotte Tilbury
Tatcha Cosmetics
PUIG
Boots
Lush
Typology
Rojukiss

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