

The Grocer

Focus On: Personal Care

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The relaxation of pandemic restrictions has seen shoppers return to high streets. It's perhaps no surprise then that a big beneficiary has been Boots, whose share of skincare and sun care has grown by 7.6% [Kantar 52 w/e 23 January 2022]. Bargain stores are also enjoying a boost, with sales rising by 6%. So can this exodus from supermarkets continue? Will specialists in the high street benefit? And what role do direct-to-consumer services have to play after two years of pandemic?

Travel: The return of travel opportunities in the next year could well prove a boon for sun care, long hurt by shoppers being cooped up at home. How can suppliers capitalise on the new appetite for sunshine?

Direct and deliveries: Last August Boots paired with Deliveroo to offer deliveries for more than 400 products. Many other beauty brands have been building an online audience through lockdowns. What threat does this pose to supermarkets?

Sustainability and ethics: Personal beauty products are among those in the firing line over ethical claims. Can they prove their credentials to shoppers?

Innovations: Profile of four new products or ranges that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.