

The Grocer

Focus On: Personal care: deo, soap, female hygiene & haircare

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Intro: Personal care brands are increasingly aligning themselves with wellbeing. Boasting “mood-boosting fragrances” and “accessible luxury”, new launches promise to bring the spa experience to shoppers’ homes.

Innovation: New deodorants & soaps

- Which deodorant & soap products are playing up self-care messaging?
- How is this messaging cutting through in their marketing efforts?
- How do prices compare with standard lines in the category?

Retailers: Ranging and merchandising

- How are retailers responding to shoppers’ demand for more luxurious soaps and deodorants?
- Which challenger brands are winning shelf space?
- How are retailers encouraging shoppers to spend more in the category?

Scalp care: Healthy hair

- Which haircare suppliers are leaning into messaging around scalp care?
- How are shoppers’ concerns about hair loss and breakage impacting the category?
- GLP-1 use has been linked to hair loss – has this impacted haircare sales?

Salon-style hair: Affordable luxury

- Which brands are promising shoppers the salon experience at home?
- Do they use any particular ingredients to cue luxury?
- Are budget-conscious shoppers spending more on haircare to avoid salon prices?

Female hygiene: Next gen brands

- Which period care brands are leading the way with non-toxic and eco-friendly solutions?
- Are shoppers moving away from standard tampons and pads?
- Which brands are leading the way in bladder care?

Innovations: We will profile two new products or ranges. We need launch date, rsp, and a hi-res picture of each.