

# The Grocer

Focus On: Beauty, Suncare & Holiday Essentials by Robyn Vinter (robynvinter@gmail.com)

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## The Story

**Brits are doing battle with the signs of ageing, splashing out growing amounts on skincare products designed to banish wrinkles, lift sagging skin and reduce the appearance of tiredness. So which retailers and brands are driving growth? How? How is the rest of the beauty, suncare and holiday essentials sector performing? And what's in store for 2017?**

### Key themes:

**Skincare:** This feature will pay close attention to the factors that are driving growth in skincare, investigating how NPD, promotions, marketing, etc are driving growth. We're particularly interested in how the development of more premium products is driving up prices and why retailer own ranges are stealing share from brands.

**Suncare:** Sales of suncare products are in decline, with lower average prices devaluing the sector. How much of this is down to the weather and macro trends such as the amount of people going on holiday? What other factors are driving the performance of this sector and what's in store for the coming holiday season? How are formats and product mix in the retailers changing?

**Retail channels:** This feature will pay close attention to how different retailers are performing in this market, and why. For example, the discounters, chemists and convenience/independents are doing relatively well; the big four are struggling. Why? How have their ranges changed?

**Innovation:** This will be key to this feature. We will be investigating how new product development has shaped the category over the past year and what is in store for shoppers in 2017. We will be profiling four of the most interesting launches in a separate innovation panel.

**Promotions:** This feature will explore how the promotional strategies of retailers and brands have changed over the past year. Attention will be paid to the promotional strategies of retailers and how this has affected average prices over the past year.

**Advertising and marketing:** This feature will also investigate how the marketing and advertising strategies of the category's biggest brands have evolved over the past year and how they will develop in the coming year to sustain growth or return brands to growth.

### Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How have individual retailers' strategies impacted the market?
- How has merchandising changed in the market?
- What impact has own-label had on branded players?
- What's next for the category?