

BEAUTY & PERSONAL CARE

SEARCH & SOCIAL TRENDS: 2020/21

Consumer behaviour shifts and patterns in BPC from COVID-19 and beyond.

curated



CONSUMERS ARE INVESTING MORE TIME & MONEY INTO BEAUTY & PERSONAL CARE

While lockdowns have meant that consumers are spending less time socialising, they've still expressed an interest in keeping themselves looking and feeling good. Different ways of living have also created new challenges for our bodies, with increased hygiene practices and the emergence of new skin concerns such as 'mask-ne' leading consumers to invest more time and money into keeping on top of their personal care.

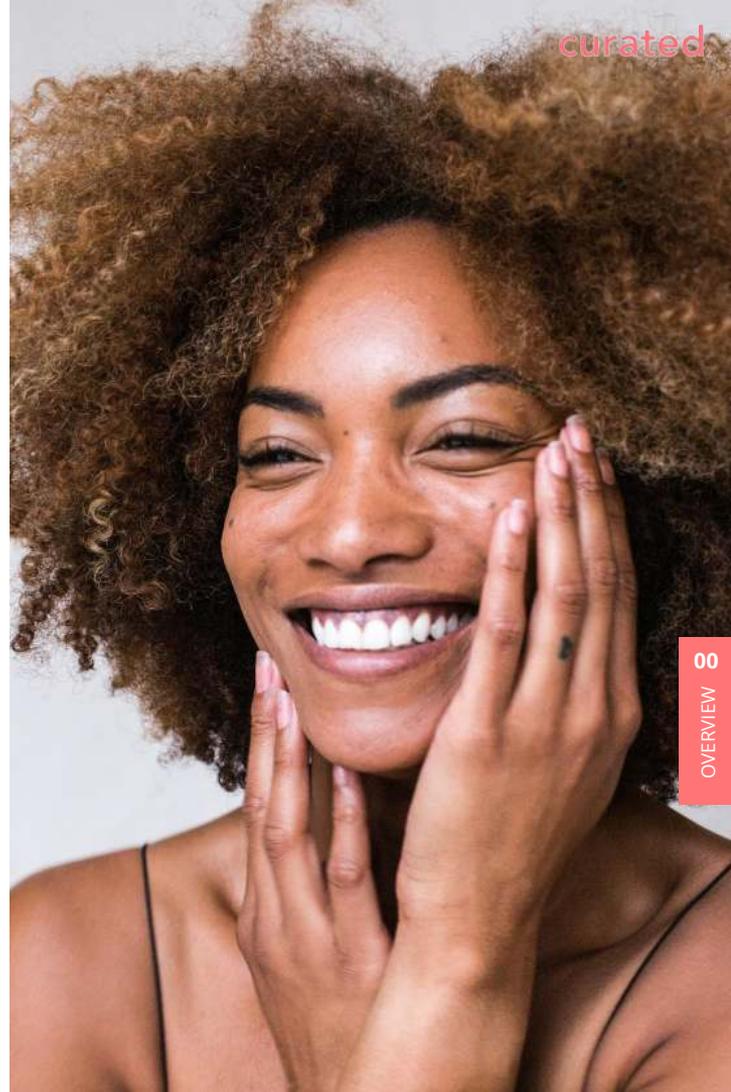
233%

Google search increase in 'skincare' during lockdown 1

So it's no coincidence that, as searches for 'work from home' increased 509% between February and March 2020, searches for 'skincare' also increased by 233% during the first lockdown period. With less need to wear makeup in social and work environments, consumers were (and still are) focussing on the basics of creating that perfect base.

Beyond practicality, beauty and personal care have also taken on a more ritualistic meaning, with many turning to personal care as a form of self-care. Running a bath, painting your nails or grooming your beard offer much-needed moments of peace in an ever-changing world.

It's clear that our newfound appreciation for personal care won't be left behind post-covid. In fact, we're expecting a large part of the new-normal to place an even greater focus on self-care and wellbeing, with flexible working policies giving us more time to look after our minds and bodies.



CHANGING SKINCARE BEHAVIOURS 2020/21

124%

Increase in **'skincare routine'** searches in 2020 compared to 2019, with the greatest growth increase during lockdown periods

THE DERMATOLOGIST EXPERIENCE

Despite most experiences going virtual, consumers are still looking for bespoke, personal services. As such, remote dermatology is on the rise, with brands like "Skin&Me" offering derm-level, monthly skincare solutions formulated for your skin needs — without the dermatologist fees or faff.



+ 4,400
monthly
searches in
2020

QUALITY OVER QUANTITY

Fast beauty and fast fashion have led to over-purchasing and clutter. **In 2020/1, consumers are moving to a more minimal approach, making investments in high-quality, high-performing products.**

Recent statistics from John Lewis show customers are spending **6.2% more per beauty item**, while choosing to purchase fewer items.

KEY TRENDING TOPICS IN BEAUTY AND PERSONAL CARE

'MASKNE' & ANTI-ACNE TREATMENTS

+ 3,600

average monthly searches for 'maskne' in 2020

A symptom of mandatory mask-wearing, mask-ne is a new phenomenon that swarmed the skincare scene of 2020.



'Maskne' search trend across 2020

SELF-TANNING & HOME HAIR DYE PRODUCTS

173%

increase in 'hair dye' searches, and 49% increase in 'fake tan' searches

Whether out of sheer necessity due to business closures, in the spirit of TikTok trends, or in a bid to save money — DIY beauty and haircare has been on the rise since the first lockdown in 2020.

SELF-INDULGENT PERSONAL CARE PRODUCTS

90%

increase in 'bath bomb' monthly searches 2019 // 2020, and 83% increase in 'leave in conditioner' terms.

With the added worldly stressors of 2020, consumers turned to BPC products as a form of self-care. As such, we see peaks in searches for luxurious, often more time-consuming, products and regimes.

CONSUMER SENTIMENT SHIFTS: CHANGING TABOOS



REUSABLE & SUSTAINABLE MENSTRUAL PRODUCTS

100%

increase in 'reusable period pad' searches, 22% increase 'menstrual cup' and 55% increase in 'period underwear'

Working from home combined with an increased consciousness for the planet and increased 'thriftiness' have made sustainable menstrual products a rising trend in 2020/21. We're also seeing brands like Sainsbury's removing plastic from traditional menstrual products.



MALE GROOMING & PERSONAL CARE

22%

increase in 'moisturiser for men' and 'tinted moisturiser for men' 2020 // 2019

We're also seeing more positive sentiment around male grooming and even cosmetic use. This comes as brands like War Paint Cosmetics are reducing stigma for men, and TikTok influencers such as Hiram help to make skincare tips for men more accessible.



HAIR REMOVAL: SHAVING & SUGARING

+2,900

average monthly searches for 'estrid razor' in 2020

126%

Increase in 'sugaring at home' in 2020 // 2019

Eco-friendly and kind to skin, sugaring is set to become the method of choice for hair removal for many people in 2021. New to market, Estrid has taken the men's shaving subscription model to female and non-binary markets.



CONSUMERS ARE MORE INGREDIENT-CONSCIOUS



With information becoming more accessible and the rise of skincare influencers like Caroline Hirons, consumers are much more clued-in when it comes to what's inside their skincare. As a result, we're seeing an increased interest in specific skincare ingredients, over sweeping 'on-the-label' claims.

Key trending ingredients include:

Hyaluronic acid serum — 83% search increase

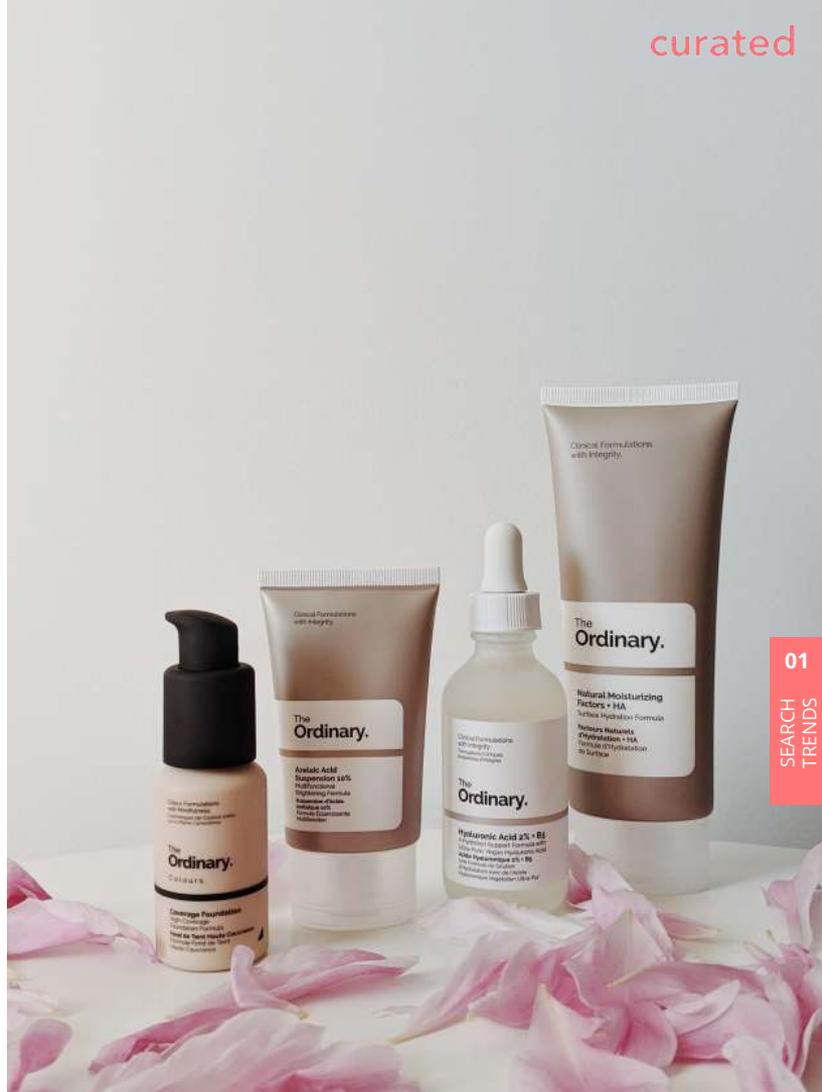
Retinol — 50% search increase

Salicylic acid cleanser — 241% search increase

172%

BRAND SPOTLIGHT

increase in branded searches for **'The Ordinary'** over the past year, compared to 2019. This is a clear indicator of a shift towards more ingredients-based skincare, given brand's product model.



SOCIAL SUPPORT COMMUNITIES: 'MASKNE', DRY LIPS & VITAMIN D

VITAMIN D

Vitamin D is a big topic right now for its relation to immunity and Covid. However, it is also closely related to skincare and comes up in social conversations related to this theme.

What Vitamin D products could you be promoting to your customers? Perhaps you could produce content that explains the importance of Vitamin D in all manner of beauty and health routines?



"MASKNE" & DRY LIPS

37,000

engagements on social posts with the term 'maskne' in the last 28 days

As well as what we've seen across search, 'maskne' is a big topic of conversation on social as well.

In addition, while dry lips is always a key conversation point in winter, this has increased specifically due to mask-wearing.

How can you help alleviate these issues for your customers? Do you have specific products that could help avoid the occurrence of maskne? Do you have tips you could share with your customers on preventative measures?

