

REVIEW RESULTS DUTCH COSMETICS SECTOR 2020: THE YEAR OF CORONA

Corona has drastically changed our lives. The new situation in which we have to live with a contagious virus, meant that we went through changes in work and leisure, in the area of wanting to stay healthy, but also in consumer shopping routines and our beauty and hygiene rituals.

Consumers started looking for products that give them a positive boost in their physical and mental well-being.

WHAT DOES THAT MEAN FOR THE PERSONAL CARE SECTOR?

Personal care includes the following segments:

- Deodorant
- Hair
- Skin (Face/Body/Hand)
- Oral Care
- Grooming
- Personal Wash
- Male Toiletries
- Sun Care
- Other

The personal care sector in the Netherlands was more or less stable. Compared to 2019, there was an increase of 1.5% of purchasing households in 2020 that bought personal care products almost as often, but spent slightly less per purchase and slightly less per buyer. In short, the total value of personal care was stable, due to lower spending per purchase, compensated by more buyers and a higher purchase frequency.

MAJOR INCREASE IN SALES TOILET SOAP AND HAND HYGIENE PRODUCTS

Within the segments, corona led to a huge increase in the sales of toilet soap and hand hygiene products. This resulted in an increase in the *Personal Wash* category (bath, shower and soap products) which showed increases in both the number of buyers and the frequency of purchases in 2020.

On average, spending per buyer decreased by € 2.00 (circa -1.5%). All of the aforementioned segments came under pressure, *Oral Care* and *Personal Wash* excepted.

SHIFTS

In 2020, there were many online purchases in all fast-moving consumer goods, of course stimulated by corona measures. So was personal care, with one of the highest shares of online sales.

Skin Care and *Other Personal Care* (including foot care) achieved an above-average share of online spending. Only *Personal Wash* and *Oral Care* realised an increase in online and offline turnover. *Suncare* lost in online and offline sales.

INFLUENCE WORKING AT HOME

In general, it can be said that - due to staying at home and working from home - consumers paid less attention to 'looking good', except when it came to the home hair colour products, of which sales grew, as hairdressers had to close.

WHAT TRENDS CAN WE SEE IN 2021?

- Further growth of prevention
- Hygiene and disinfection products
- Products such as hair dyes
- Online sales
- Focus on natural origin/ecological products, especially in hair and body products

(Sources: NCV, GfK Netherlands, Nielsen IQ)