

It's Personal

GadflyZone's Personal Care Insights Blog
by Ashly Koshy

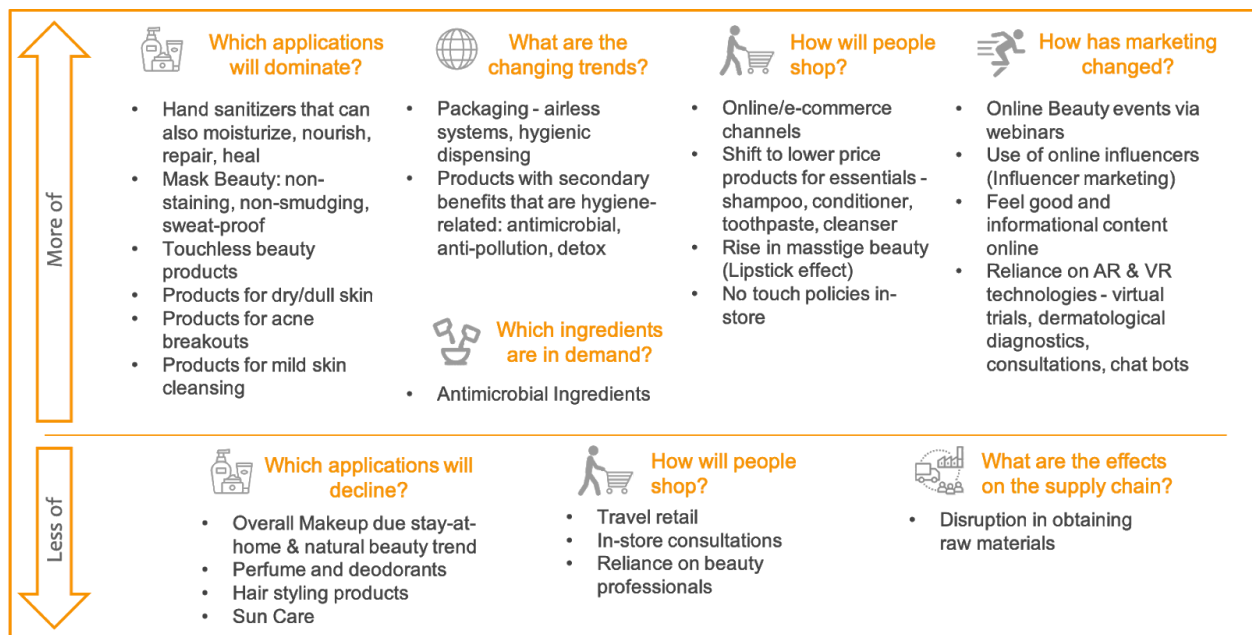
The Corona Effect - Part 2 of 2

As we attempt to power through the second half of 2020, analysts around the world are scrambling to comprehend the market and make predictions that are based on the most uncertain and volatile market disruptor in decades - the progress of a global pandemic. In Part 2 of this blog, The Corona Effect, we explore the different characteristics of the personal care industry that have evolved or are expected to make headway owing to the key market drivers - Safety, Longevity, Hygiene, Sustainability, and Holistic Wellness which were identified in [Part 1 of the blog](#).

THE INDISPUTABLE

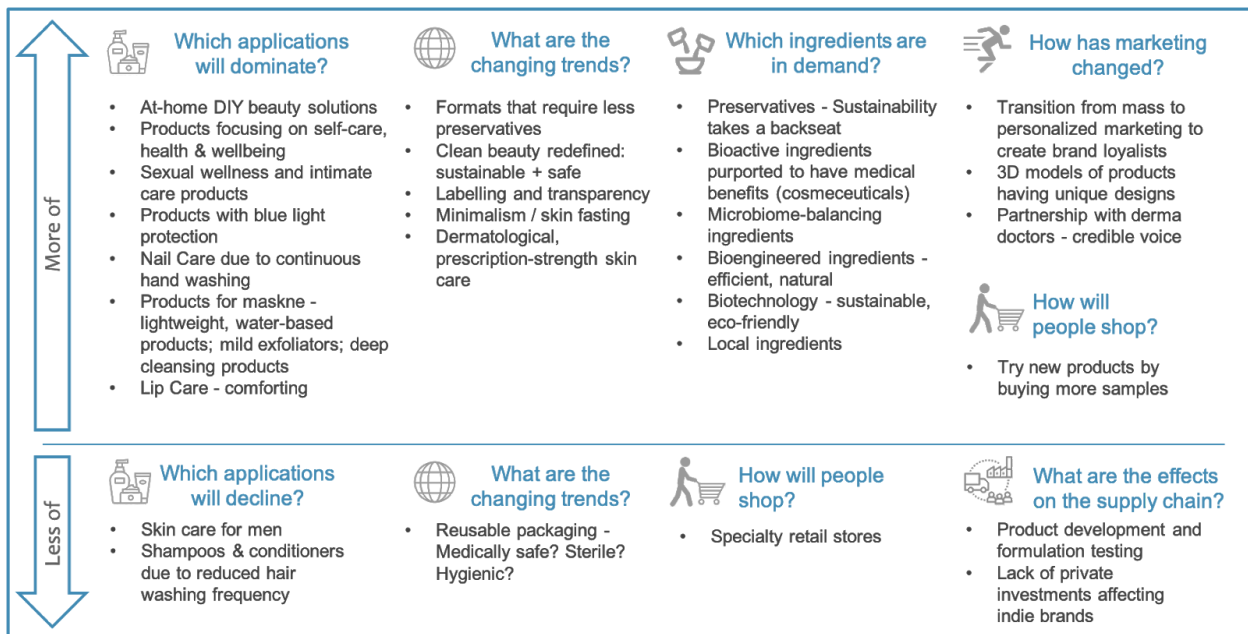
There are changes across the entire spectrum of the personal care industry - applications, trends, ingredients, retail, marketing, and the supply chain. Skincare products that are mask-friendly, stylized as *Mask Beauty* products, are clearly in demand.

Moisturizing hand sanitizers, antimicrobial ingredients, and touchless beauty products are other undeniably developing areas. In the chart provided below, the indisputable changes that are observed during this period across the industry have been put together.



THE UNEXPECTED

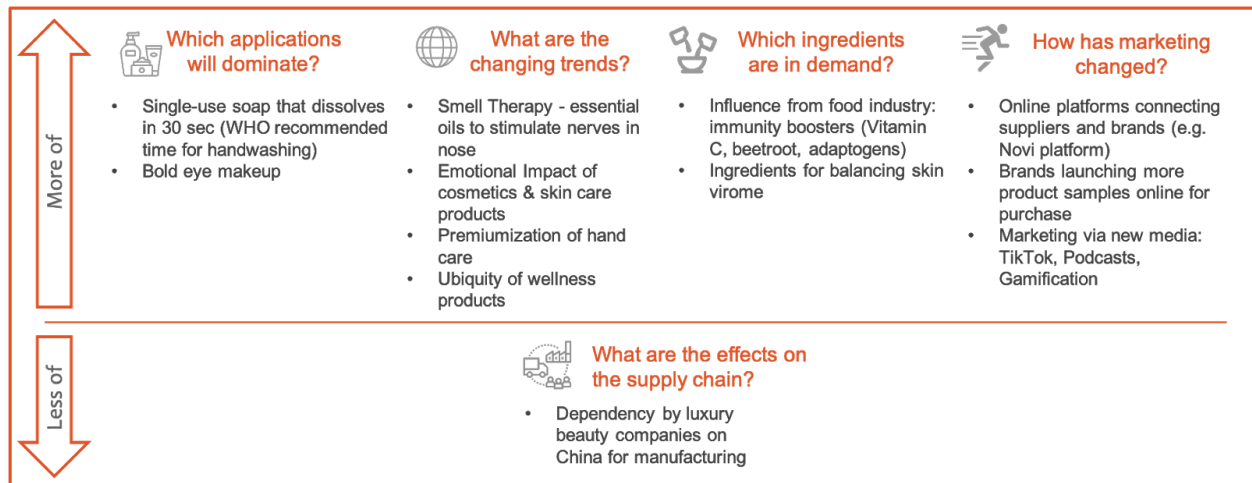
The increased reliance on self-care products during this period was unforeseen. This was probably because of the headstart that self-care products had owing to the rising proximity between the personal care and wellness industry. Consumer prioritization of preservatives over sustainability, as a prerequisite to safety, and the uncertainty surrounding reusable packaging are some of the other surprising changes.



Increasing consumer interest in the science behind powerful ingredients such as immunity boosters is fascinating. As brands focus more on influencer marketing and transition from mass to personalized marketing to create brand loyalists, it would be wise to feed into consumer inquisitiveness on ingredient functionality. Bioactive ingredients with medical benefits could also pique consumer interest. Cosmeceuticals that partner with medical professionals who can provide a credible voice of trust would have an upper hand.

THE DISRUPTIVE

Irrespective of whether consumers use immunity boosters or other beneficial bioactive ingredients, people around the world are implored to wear masks and most importantly, to wash hands. WHO recommends a time of 30 seconds to wash hands. As brands jump the bandwagon to launch products that can cater to “COVID needs”, Lush created innovative single-use soaps that dissolve in 30 seconds thus ensuring effective hand cleansing. There are a number of such groundbreaking developments occurring in the industry and these are captured in the chart provided below.



With the spread of COVID-19, social distancing has become a buzzword. The fundamental purposes of social distancing are safety, hygiene, and thereby, health. These concerns have consumers scrambling to unravel the safety and hygienic attributes of different industries that can help them lead a healthy life in every aspect. Though short-term effects of COVID-19 include demand for safe products and hygienic packaging, the long-term effects include consumer willingness to accept formats that require fewer preservatives because ultimately, sustainability is always a consumer concern.



In the upcoming articles from It’s Personal, we will be diving into the intricacies of some of the trends captured in the above charts. Why can we expect a surge in demand for sustainable products?

Which applications, ingredients, and formats account for the Maskne trend?

Stay tuned for more!