

It's Personal

GadflyZone's Personal Care Insights Blog
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Keep Calm and Wash your Hands

This present-day mantra should resonate with all of us. Experts advise spending a minimum of 20 seconds scrubbing your hands to effectively clean them. We are also advised to carry around hand sanitizers to use immediately after contact with external objects. It is time to look at how this new norm has affected the hand care segment.

Regular use of hand sanitizers and soaps can easily dry out the skin. A minimum concentration of 30% of ethanol or 2-propanol is required in hand sanitizers to effectively kill the SARS-CoV-2 virus in 30 seconds. This leads to a huge demand for sanitizers and soaps that can also moisturize, nourish, repair, or heal the skin. Hence, the multifunctionality trend is bound to take a leap within hand care. Enabling moisturizing ingredients such as ceramides and lipids will be clear winners. The 70% Alcohol Hand Treatment by The Inkey List contains 4% lipids to calm, soothe, and moisturize hands. This antimicrobial treatment also contains a 3% hydration complex to lock in moisture. Besides multifunctionality, hand care can also see products focusing on clean beauty (SBC Hand Sanitizing Gel uses 99% naturally derived ingredients) and on-the-go hygiene (Graydon Germs Away Mist for body and surfaces).



Nails are also known to be affected due to continuous hand washing. This can lead to a rising need for nail treatment products that focus on stronger nails and softer cuticles. Quick absorbing oils and hydrating treatments will be in demand. Hydrating ingredients such as

shea butter and coconut oil along with protective vitamin E can seize this opportunity. Nailpolish is already being touted as the “new lipstick” referring to the Lipstick effect theory which states that when facing economic crisis consumers will be more willing to buy less costly luxury goods. Overall, the nail care and styling industry will do well in the current market scenario.

The multifunctionality trend for hand soaps and sanitizers along with demand for hand creams with secondary benefits that are hygiene-related such as antimicrobial, anti-pollution, and detox can lead to the premiumization of hand care. Recherché's Protective Recovery Hand Cream with restoring, repairing, anti-viral and antimicrobial claims is priced around 20 USD. The average price of hand creams sold by Target in the US is around 10 USD. Premiumization can also be caused due to rising demand for dermatological and prescription-strength skincare since the skin is compromised with every wash.

Rising cases of compromised, sensitive, and irritated skin will lead to demand for nourishing serums, healing masks, multifunctional cleansers, and on-the-go moisturizers that use facial-grade ingredients. Algenist's Liquid Collagen Hand Cream (contains collagen, Vitamin E, Vitamin C), Sparitual's Citrus Cardamom Hand Serum (uses healing ingredients and Swiss apple stem cells), Glossier's Hand Cream (on-the-go cream that uses a 'second skin' to hold moisture in), and KIATA's Youth Restoring Hand Cream (COSMOS, ECOCERT certified cream uses organic oils with algae extracts and sodium hyaluronate) are examples of recently launched products that have adopted these trends. Use of concentrated active ingredients and potent formulations such as those that contain three forms of collagen, 50% hyaluronic acid complex, highest antioxidant superfruit, or the most concentrated source of Vitamin C would also be effective.

-  Multifunctionality
-  Clean Beauty
-  On-the-Go
-  Premiumization
-  Prescription-strength
-  Sensitive Skin Care
-  Potent Formulations



The hand care segment's future trajectory is familiar. We have already seen these drivers and trends in face care and product concepts are readily available. Further analysis can help rank these trends to make effective strategic decisions. That's where we come in.

Tune in to this space or visit <http://gadflyzone.com/its-personal/> for more insights on personal care!