

Women's Facial Skincare: Inc Impact of COVID-19 - UK - August 2020

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“Korean beauty trends have benefited the women’s facial skincare category in recent years, with women reducing their use of makeup to show off their hard work.”
 – **Roshida Khanom, Category Director BPC**

This report looks at the following areas:

- The impact of COVID-19 on the women’s facial skincare market
- How usage and shopping habits have changed in response to COVID-19
- The value of individual segments and brand performance in 2019
- Launch activity and opportunities for 2020
- Facial cleansing and caring routines in 2020 compared with 2019
- Facial skincare behaviours and purchase drivers

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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