



Value Creation Through Back to Basics in Health and Beauty

July 2021

Table of Contents

Scope

“Next normal” priorities necessitate value reassessment in health and beauty

Value Creation Through Back to Basics in Health and Beauty

Exploring Value Creation Through Back to Basics

Value Creation Through Back to Basics in-depth

Simplicity and minimalism

Product and price hybridity

Trust and efficacy

Holistic Wellness

Value Creation Through Back to Basics in focus

Companies are meeting the needs of consumers using various strategies

Simplification of routines and formulations: VENN Skincare

Simplification of routines and formulations: Mucinex

Embracing minimalism for mindful consumption: Minori

Exploring cross-category synergies and holistic multi-taskers: Olly Nutrition

Rebuilding trust in science for ultimate efficacy and radical transparency: Codex Beauty

Holistic and targeted need state segmentation: Rae Wellness

Endorsing social purpose, inclusivity and accessibility: TULA Skincare

Value Creation Through Back to Basics

Key Industry takeaways

Challenges to overcome

Become tomorrow's next leader

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/value-creation-through-back-to-basics-in-health-and-beauty/report.