

# Strategic Themes in Health, Beauty and Fashion: Coronavirus Update

October 2020

Table of Contents

## INTRODUCTION

Scope

### PRE-COVID-19 MOTIFS IN HEALTH, BEAUTY AND FASHION

Pre-COVID-19 motifs in health, beauty and fashion

Pre-COVID-19 motifs interpreted in health and beauty

Pre-COVID-19 motifs interpreted in luxury and fashion

### PRE-COVID-19 THEMES IN CONSUMER HEALTH

Pre-COVID-19 motifs and strategic themes in consumer health

Wellness: supplements were moving towards more natural positioning

Digital: RB's personalised approach with Neuriva supplement and app

Personalisation : vitamins promote time saving and self-care management

### PRE-COVID-19 THEMES IN BEAUTY AND PERSONAL CARE

Pre-COVID-19 motifs and strategic themes in beauty and personal care

Sustainable/Ethical: paying back environmental debt

Digital: consumers get under the skin in the quest for self-optimisation

Detoxifying masculinity: departure from gendered marketing

### PRE-COVID-19 THEMES IN LUXURY GOODS

Pre-COVID-19 motifs and strategic themes in luxury goods

Sustainable /Ethical: the Brando sets the standard in renewable energy

Digital: De Beers introduces its own blockchain platform

Experience of ownership: the evolution of luxury car sharing

### PRE-COVID-19 THEMES IN FASHION

Pre-COVID-19 motifs and strategic themes in fashion

Sustainable/Ethical: Allbirds's footwear made from sustainable materials

Wellness: global companies eye the world's largest sportswear markets

Digital: Wacoal introduces 3D body scanner to measure shoppers' body sizes

### IMPACT OF COVID-19 ON HEALTH, BEAUTY AND FASHION

Impact of COVID-19 on health, beauty and fashion businesses globally

COVID-19 has heavily disrupted health, beauty and fashion

COVID-19 expected short-term impact on health, beauty and fashion

COVID-19 impact on risk management in health, beauty and fashion

COVID-19 impact on consumer shopping and spending behaviour

### HEALTH, BEAUTY AND FASHION NARRATIVE IN COVID-19 ERA

Health, beauty and fashion narrative through COVID-19 lens

Three key focus areas for health, beauty and fashion in COVID-19 era

Digital: Storefront bets on VR to recreate the high street feeling

Wellness: de-stressing benefits and mental wellness content

Price and value for money: Chinese consumers are in no mood to spend

Rethinking sustainability and personalisation narrative in 2020 and beyond

Sustainable/Ethical: LVMH first to step up in fight against COVID-19

Personalisation : digital can supplement no-contact experiences

COVID-19-induced shift of narrative in health, beauty and fashion

## 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/strategic-themes-in-health-beauty-and-fashion-coronavirus-update/report](http://www.euromonitor.com/strategic-themes-in-health-beauty-and-fashion-coronavirus-update/report).