

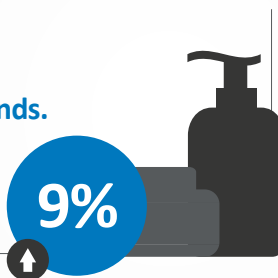
The Future of Personal Care

When more U.S. consumers resume their normal lives again, expect a renewed focus on personal care. Hair styling and oral care products should benefit, as will other personal grooming products that may have declined in 2020. As more and more businesses and schools reopen, categories in the personal care space that have been de-emphasized in the COVID-19 period are likely to rebound. **See what's in store for 2021.**

What's Ahead?

In 2021, personal care sales are expected to reverse 2020's sales trends.

Months that previously saw as much as +9% growth this year will see declines of equal proportion in 2021.



The hair styling category will grow steadily through next year, exploding +\$207M in the last three months of 2021.



Watch for year-over-year dollar growth in electric shaver replacement parts, garment steamers, heating pads, irons, and nose/ear trimmers as more consumers return to work outside of their homes, **driving +\$755M growth in personal care* sales in Q4 alone.**

**Excludes hair styling and oral care categories*



Oral care finishes strong: category sales will see a lift of +\$189M in Q4.



On the Decline ...

Electric shavers, facial trimmers, lighted mirrors, home hair clippers, and massaging appliances will see **dollar sales declines as market saturation and shifting consumer needs drive down unit sales.**



As with all home categories, innovation and promotion will be the key to increasing sales and becoming part of the new normal for all consumers. See what's ahead for the personal care market with detailed, subcategory-level insights and trusted industry forecasts from our **Future of Home report.**

Source: The NPD Group/U.S. Home Forecast, September 2020

Want more insights like this? Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

