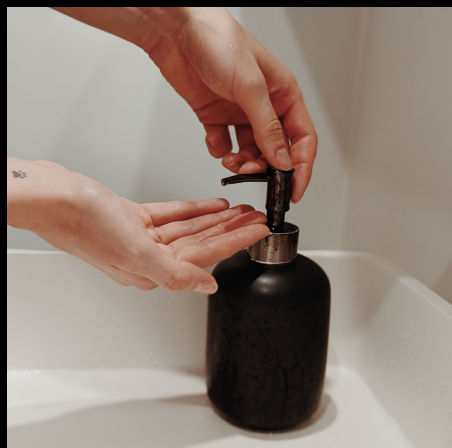




# **COVID-19: CRISIS, TRENDS AND SOLUTIONS**



**DATABOOK 2021**

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Until a few months ago, no one had any idea that a pandemic of this magnitude would strike the world. Today, Covid-19 is on everyone's mind and is part of the daily life of a good part of the citizens of this world. The coronavirus has had an unprecedented impact on the cosmetics industry. After having shown that the industry knows how to show solidarity, it is time to prepare for the future, to look to the future and to deal with new paradigms.

It is in this perspective that this Databook has been designed. It takes stock of the new consumer needs linked to this health crisis. It has also been designed as a toolbox to give professionals in the cosmetics sector concrete ideas to understand the recovery and to be part of a sustainable approach.

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# Trends and consumer expectations

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## Consumer trends and expectations

Lockdown, teleworking, wearing a mask, social distancing or fear of getting sick... the coronavirus has redefined the contours of society.

But in terms of beauty, all analysts agree that Covid-19 hasn't really created any new trends. It has exacerbated already emerging needs such as more naturalness in cosmetics, better preservation of the environment and a willingness to take care of oneself.

In order to better guide the industrialists, this part gathers the points of view of professional federations, data collected by structures such as Euromonitor, Mintel and many others, and the points of view of experts in the cosmetics industry.

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