

Consumers focused on stress relief, self-care and beauty

Product developers don't have to look far to see what's hot, according to The NPD Group. A look at some of the best-selling products in the COVID-19 era point squarely to small things that provide self-pampering as well as at-home remedies to relieve stress. Although NPD did not call out any soft home products, these are trends that many developers are already pursuing.

There has been strong growth in beauty categories that use the senses of smell and touch to contribute to a feeling of well-being. Since March, candles and home fragrance ancillary gift sets have both seen double-digit dollar gains, as did body exfoliator skincare products, nail care, and nail tools and accessories.

"Shifting consumer priorities toward self-care and treating themselves to little luxuries have been bright spots for the prestige beauty industry this year," said Larissa Jensen, NPD's beauty industry advisor. "Through products such as body care and home scents, consumers are creating a spa-like environment at home and finding new outlets to de-stress and capture a sense of normalcy and balance."

Addressing the physical side of stress relief and self-care, in the six months ending October 2020, 5.6 million massaging appliances were sold, an 86% increase compared to the same time last year, according to NPD's Checkout information. The average amount spent on massaging appliances between January and October was 38% higher than last year, making it the category



with the third largest increase in average selling price across all general merchandise industries tracked by NPD. Dollar sales of massaging appliances continue to grow by more than 50% through this holiday season.

"Whether it is to relieve stress, soothe a sore back from a makeshift home workspace, or just find some much-needed relaxation, these products fit into the consumer's broader quest for comfort during challenging times, which will make them a popular holiday gift to splurge on," said Joe Derochowski, NPD's home industry advisor. ■ *Source: hometextiles today*