



Euromonitor  
International

# Self-Care at Home

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## INTRODUCTION

Scope

Key takeaways

The context for Self-Care at Home within the larger “Wellness” health topic

Exploring self-care at home

Drivers of self-care at home: Against a background of wellness, “home as sanctuary” evolves

Self-care at home uncovered

## SELF-CARE IS DRIVING GROWTH IN HOME PRODUCTS

Self-care is not a topic you can safely ignore when building growth strategy in home products

Muddy Trowel answered a nurturing need, and attracted a global leader as a key investor

Zee.Dog launched a natural health-orientated premium dog food, also triggering acquisitions

More exposure to self-care means better exposure to future growth

## AN ASPECT OF PRODUCT APPEAL (OR EXCLUSION)

We are going to more extreme efforts to prevent threats being invited into our sanctuary

The Inspired Home Show (March 2023) gave an example of how fast an exclusion can happen

VOCs are a rising issue, partly due to harm, but also because other factors make them visible

Ingredients are an issue; but “toxin” release is game changing if visible to users in real time

Stakeholders are entering the market with a vested interest in trumpeting issues like VOCs

## WINNING YOUR RIGHT-TO-PLAY IN AN EMOTIONALLY RESONANT ZONE

We could explain how deeply the humanising trend has embedded; but we don't need to...

Self-care solutions are already emerging beyond the basics, focusing on mood enhancement

A ready meal for dogs from late 2022 shows a direction of travel for emotional investment

Mood enhancing emerges as a consistent self-care experiential claim in premium positioning

This “mood” factor is consistently active and growing across many parts of the needs map

Stress in the 2020s is abnormally strong, and emotional counter-reactions are equally strong

## NEW VALUE CREATED FROM EMERGING TENSIONS

The law of unintended consequences resonates, with self-care solutions creating new issues

Novozymes lean into biology, but “probiotics” as a claim is contentious, outside of foods

Premium pet treats driven by holistic wellbeing in wake of pandemic pet anxiety

Tension between natural materials and cleaning culture opens opportunity for new materials

Tensions describe both a weakness and an opportunity; strong positive emotions are implied

## CONCLUSION

Key takeaways

Self-care at home: How to win

Evolution of self-care at home

Questions we are asking

If looking for content in health and wellness, the following are published, and more is coming

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