

H&BA
The Health & Beauty Association

MEMBERS SERIES - AUTUMN 2026

OVERVIEW

WHAT CAN YOU EXPECT?

Insights and thought leadership to support you in delivering sustainable growth in health and beauty

Content developed around the 3 strategic pillars in our Strategic Roadmap;
Shifting Consumer Behaviour
Changing Retail Landscape
Growth Enablers

2 INSIGHTS EXCHANGES FROM LEADING DATA COMPANIES

NIQ NielsenIQ

WINNING IN TODAY'S HEALTH & BEAUTY RETAIL LANDSCAPE FROM NIELSENIQ

Circana.

THE FUTURE OF UK HEALTH & BEAUTY: INSIGHTS TO SHAPE YOUR STRATEGY

4 DIGITAL MASTERCLASSES THAT WILL PROVIDE IMMERSIVE, EXPERT-LED GUIDANCE AND LEARNING

MENOPAUSE AND YOUR BUSINESS: THE OPPORTUNITY, THE RISKS, AND HOW TO GET IT RIGHT

Victoria Hodge
Health & Wellness
Insight
Consultant

CROSSING THE SILO'S: BUILDING PROFITABLE MULTI CHANNEL STRATEGIES.

Integration

THE CLARITY DIVIDEND – HOW SIMPLICITY WINS THE SELF-CARE SHOPPER

ALL CREATIVE

HOW SMART BRANDS ARE USING AI TO MAKE BETTER GROWTH DECISIONS

rove

CALENDAR OF EVENTS

17 Sept 2026	Menopause and Your Business: The Opportunity, the Risks, and How to Get It Right	Victoria Hodge, Health & Wellness Insight Consultant
1 Oct 2026	Winning in Today's Health & Beauty Retail Landscape from NielsenIQ	Kevin Chen and Silvia Ghosh, Senior Insight Analysts at NielsenIQ
22 Oct 2026	Crossing The Silo's: Building Profitable Multi-Channel Strategies.	Jamie Gale, Partner and Daniel Lentfe, Senior Manager, Integration Consulting plus and as guest Speaker, Georgia Mundy, Global Portfolio Director, Skincare at Karo
12 Nov 2026	The Clarity Dividend – How Simplicity Wins the Self-Care Shopper	Beverley Law, Founder, All Creative Communications
26 Nov 2026	The Future of UK Health & Beauty: Insights to Shape Your Strategy	Claire James, Head of Partner CPG (UK), Circana
3 Dec 2026	How Smart Brands Are Using AI To Make Better Growth Decisions	Nick Downing, Business Development Director, YF and Board Advisor, Go Rove

Menopause and Your Business: The Opportunity, The Risks, and How to Get It Right

Date: Thursday 17 September
Time: 10am - 11am

Register Here

About this session

Menopause has moved from unspoken to unmissable. Victoria Hodge, Insights Consultant and Expert in Womens Health, will explain why for health and beauty brands and retailers it is one of the fastest-growing and most valuable opportunities of the moment - and also one of the hardest to get right. The consumer herself is confused and under-served: unsure what is happening to her, what it means, or what will help. Add a complex regulatory landscape and the risk of being accused of “menowashing”, and even businesses trying to do the right thing can get it wrong.

Within this session, Victoria will demystify the language and the science of peri/menopause, explore where the commercial opportunity lies, and show how to engage with this consumer credibly and authentically.

Whether or not you are already targeting the menopause space, you will come away with a clearer, more confident view, ready to navigate a topic that keeps climbing the agenda.



Victoria Hodge
Insights and Strategy Consultant

Victoria is an insights and strategy consultant in the health and wellness space, with a particular passion for women’s health. She brings twenty years’ experience across FMCG and consumer healthcare, most recently leading insights for Global Women’s Health at Kenvue (formerly J&J). Now an independent consultant, fractional advisor and speaker, she helps health and wellness businesses ground their biggest decisions in data and insight.

Winning in Today's Health & Beauty Retail Landscape

Date: Thursday 1 October
Time: 10am - 11am

Register here

About this session

Join NielsenIQ for an exclusive Insights Exchange designed to help Health & Beauty Association members navigate this changing landscape with confidence. Drawing on the latest market data and consumer insights, NielsenIQ's Insights experts will unpack the trends driving growth (and disruption) across the category, and share practical strategies for staying ahead.

This session offers an opportunity to access NielsenIQ's market intelligence tailored specifically to the health and beauty sector. Whether you're a brand leader, retailer, or supplier, you'll walk away with sharper insight into where the market is headed — and concrete takeaways to inform your strategy, sharpen your competitive edge, and drive growth in the year ahead.



Kevin Chen
Senior Insights Manager
NielsenIQ

Kevin is a Senior Insights Analyst, working in NIQ for 4 years with industry knowledge in Health, Beauty and Personal Care. With expertise across consumer behaviour, retail performance, and market intelligence, he works with clients to translate data into clear commercial actions and strategic business outcomes.



Silvia Ghosh
Senior Insights Manager
NielsenIQ

Working at NIQ for 2 years in the Beauty, Health & Wellness, Homecare, and Food sectors, leveraging consumer insights, data analysis, and industry research to solve complex business challenges and uncover growth opportunities. Silvia has contributed to strategic initiatives, including NIQ's HBPC State of the Nation webinars and market analysis for The Grocer's Big Book of Grocery, identifying key trends and category drivers.

Integration

Crossing The Silo's: Building Profitable Multi-Channel Strategies

Date: Thursday 22 October
Time: 11.30am - 12.30am

Register here

About this session

Health and Beauty brands are operating across a more fragmented set of sales channels than at any point in recent years, while customer power within those channels continues to consolidate.

This session from Integration Consulting has been specifically tailored for the Health and Beauty Sector, features a guest speaker from one of our members and will cover;

- How to judge which routes to market genuinely earn investment.
- How to stop channels competing against each other.
- What a modern route-to-market model really looks like.
- How to respond to shifting consumers, retail consolidation and supply-chain pressure.

They will also share a three-lock framework designed to underpin an effective multi-channel strategy.



Daniel Lentfer
Senior Manager
Integration Consulting

Daniel Lentfer is a Sr. Manager of Integration based in Germany. He is leading the European Growth Practice and has delivered Route-to-Market strategies, portfolio optimization, and other commercial projects to leading players and SMEs in the F&B and H&B industry.



Jamie Gale
Partner
Integration Consulting

Jamie has supported clients over the last 25 years to solve business problems with digital technologies. Working across most private sector industries, including Health and Beauty, he has supported clients in making significant shifts in how they engage with their customers in a meaningful way, and in doing so, deliver commercial results.

The Clarity Dividend – How Simplicity Wins the Self-Care Shopper

Date: Thursday 12 November
Time: 10am - 11am

Register here



Beverley Law,
Founder, All Creative Branding & Salutis

About this session

The headline insight is simple: clarity converts. Beverley Law, founder of All Creative Branding will share research insights confirming that consumer healthcare shoppers are not looking for more claims or busier packs. They want simple cues, plain language, clear treatment information and less stress when making decisions.

The session will explore how brands can turn complexity into a competitive advantage. In consumer health, the challenge is often not that the science is too complex, but that the communication is. By simplifying messaging, creating clearer packaging and building trust through plain-language cues, brands can help shoppers navigate the category more easily, support pharmacists in their recommendations and unlock real commercial impact.

Beverley is a brand communications expert with over three decades of specialist focus on health and wellness, built on a career spanning sectors from confectionery to spirits. She founded WPP's first dedicated healthcare branding department and now leads ALL Creative, a hybrid branding and medical communications agency, alongside her newly launched consultancy, Salutis Consulting. She has worked with major global health clients including Boehringer Ingelheim, GSK, Pfizer, and P&G, and is known for a no-nonsense, value-driven approach that simplifies the communications process for her clients — from global corporations to startups.

The Future of UK Health & Beauty: Insights to Shape Your Strategy

Date: Thursday 26 November
Time: 10am - 11am

Register here

About this session

The UK health and beauty market is on the cusp of significant change. As we look ahead to 2027, new consumer priorities, evolving retailer strategies, and fast-emerging technologies are set to reshape the competitive landscape — and staying ahead means understanding these shifts today.

Join Circana for an Insights Exchange that will explore and substantiate the key trends, data, and insights. From the continued rise of wellness as a growth category to the changing dynamics between consumers and retailers, and the growing role of AI as a driver of innovation and efficiency.



Claire James, Head of Partner CPG (UK), Circana

Claire is a commercial leader with deep expertise in CPG, retail and consumer intelligence, operating at the intersection of strategy, insight and executive decision-making. Accountable for Partner-level client relationships at Circana, driving long-term growth, commercial performance and strategic value across a portfolio of complex, high-value partnerships.

How Smart Brands Are Using AI To Make Better Growth Decisions

Date: Thursday 3 December
Time: 10am - 11am

Register here



Nick Downing
Business Development Director, YF and Board Advisor, Go Rove

About this session

The future competitive advantage won't be having more data. It will be making better decisions with it. Too often key decisions are based on fragmented information, anecdotal evidence or simply gut feel.

This session from Nick Downing of Go Rove explores how artificial intelligence is changing the way ambitious consumer brands evaluate growth opportunities. Rather than replacing experience, new AI-powered tools are helping businesses bring together market intelligence, customer insight, competitive data and operational reality in minutes rather than months.

The session will include practical examples of how AI is already being used to support commercial decision making, common mistakes brands make when assessing new opportunities and how founders can combine human judgement with better intelligence to make faster, more informed growth decisions.

With over 25 years of experience across FMCG, retail insight, subscription businesses and founder-led growth companies, Nick specialises in commercial transformation and recurring revenue growth. Nick's career spans more than two decades in senior commercial leadership, where he helped drive the shift towards subscription-led business models and international expansion, alongside more recent work supporting founder-led and growth-stage businesses to scale effectively. Today, Nick holds a portfolio of advisory, investment and non-executive roles across FMCG, insight and technology-enabled growth businesses, and is the founder of a curated network for senior industry operators.