

## Beauty Online - UK - December 2013

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*"The money saving appeal and convenience of shopping online has resulted in consumers becoming increasingly comfortable on e-commerce platforms. Engaging with consumers and encouraging online shoppers to browse can help the online experience become more appealing than in-store."*

– Charlotte Libby - Senior Beauty Analyst

### This report looks at the following areas:

- How can consumers who prefer the in-store experience be encouraged to shop online?
- Are beauty boxes a future retail channel?
- How can e-commerce BPC retailers harness the power of social media?
- How will an ageing population affect the BPC e-commerce market?

Following a continual strong historical sales performance, the online beauty and personal care market continues to perform well in 2013. Technological advancements such as 4G internet, tablet computers and broadband penetration have boosted the popularity of e-commerce as a whole and the range of products available online is ever growing.

2013 was a strong year for innovation in the online beauty market, with retailers having utilised a number of new initiatives to encourage consumers to shop online, such as flexible delivery options, product sampling opportunities and editorial content to encourage browsing.

This report investigates consumers' attitudes towards shopping for beauty and personal care products online, and the products most commonly purchased. Everyday toiletries are most likely to be combined with regular online grocery shopping while fragrance shoppers are drawn online to benefit from money saving opportunities.

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