

Beauty Online - UK - January 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The continued use of technology has resulted in 2015 being an innovative year for beauty brands online, with apps and social media initiatives expanding audiences. The importance of video content in the beauty market keeps consumer engagement; tutorials have become invaluable for young women especially.”

– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- A more challenging environment for online beauty sales
- Less blogging, more vlogging for today's Millennials
- Men need more guidance in the online BPC arena

While the retail value sales of online beauty products remains in growth, this has slowed in 2015 (to 12.6%) as consumers resent delivery charges and fear counterfeit goods.

Young women are a core audience for beauty brands online, with video sites such as YouTube being one of the preferred platforms. Beauty bloggers remain powerful influencers, with retailers and brands exploring partnerships with social media stars in 2015. The success of newer male bloggers indicates there is scope for similar marketing strategies targeting young men.

In the last year beauty apps have become a growth area with consumers able to virtually test products, shop and easily watch tutorials. The popularity of fitness and food trackers can be expanded into the beauty market, helping consumers alleviate bad beauty habits.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

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- Smartphone and tablet ownership continues to grow
- Changes in online activities
- New delivery charges
- Retail calendar event sales tempt shoppers
- Supermarkets challenge chemists and drugstores
- Pureplayers struggle to further grow share

Market Size and Forecast

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