Beauty and Personal Care Retailing - UK - January 2020

Report Price: £1995.00 | $2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"As the value of the beauty and personal care sector has fallen into decline, with even beauty seeing negative growth in 2019, retailers need to ensure that they focus on the growth opportunities presented by two key demographics – Gen Z and older women aged 55+."
– Tamara Sender Ceron, Senior Retail Analyst

This report looks at the following areas:

Teens are increasingly being driven to experiment with new beauty styles that have emerged as cultures of an online-first approach. Meanwhile overlooked mature consumers are keen to try new beauty and grooming trends, but they lack confidence in their application skills. There is scope for retailers and brands to do more to target both of these groups with new products and brand communications.

- **Driving demand in a declining BPC market**
- **Using the latest innovations to drive growth**
- **How retailers can tap into the continued growth of online beauty**

DID YOU KNOW?

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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