

Nutricosmetics - Ingestible Beauty Products - UK - July 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

The UK's nutricosmetics market is worth an estimated £191 million in 2009. This immature market has experienced rapid growth, albeit it from a small value base.

Key issues covered in the analysis

- An estimated 12.4 million women are not familiar with nutricosmetics and this chronic lack of awareness is suppressing market value sales although growth is strong, albeit from a small value base. Converting the 4.4 million women who would consider using nutricosmetics could treble the value of the market.
- Amongst the UK's 1.8 million nutricosmetics users, there is a high degree of satisfaction with 81% saying they would use them again.
- An estimated 9 million women do not believe that nutricosmetics really work.
- Women who use vitamins and supplements are more likely to be interested in cosmetics innovations and may therefore be more open-minded to nutricosmetics. However, major vitamins and supplements brands such as Seven Seas and Sanatogen have yet to move into the nutricosmetics market.
- Three in ten women have used nutricosmetics despite not knowing enough about them. They typically have more positive views about nutricosmetics despite there being gaps in their knowledge about the products.
- A quarter of women use diet food and drinks products, demonstrating that women are making the link between their appearance and what they consume.

Scope of the report

Nutricosmetics are a new and emerging category that is the result of a convergence between food, drink, pharmacy and personal care. However, the boundaries are increasingly blurred and a number of terms are used to define the market including nutricosmetics, nutraceuticals, edible beauty, comestible beauty, beauty supplements and oral beauty. These terms are used interchangeably throughout the report, but in any instance refer to beauty products that can be consumed (ie eaten or drunk in food, liquid or tablet/ capsule



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format) that are fortified with appearance-enhancing vitamins and minerals.