

Mature Beauty - UK - September 2009

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What is this report about?

This report examines the market worth of adults aged 55+ across the key cosmetics and toiletries market of haircare, skincare and colour cosmetics.



What have we found out?

- Older people are more skeptical about product claims, perhaps having seen it all before: transparency and honesty in marketing will be key to winning over adults aged 55+.
- Despite an increase in the number of "silver surfers", adults over 55 years old are not interested in buying beauty products online but reassurance regarding online security could address this.
- Mobility may be one issue for today's independent adults aged 55+: 4 million shop for cosmetics and toiletries in their local shops compared to fewer than 3 million who shop where there is a wide range of products to choose from.
- The growth in the number of over 55yr olds visiting gyms and leisure centres is creating new opportunities for sport-related products that target this growing demographic.
- Just one in five adults aged 55+ demonstrates a high level of interest in cosmetics and toiletries. A quarter of women aged 55 and over wear less make-up than they used to. They worry about looking as if they are trying to look younger than their years.
- Older men are less bothered than women by wrinkles and fine lines and are therefore less inclined to seek out products to remedy such beauty concerns.

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