

Ethnic Beauty - UK - October 2009

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What is this report about?

The UK's ethnic cosmetics and toiletries market represents a niche in the multi-billion pound beauty industry that has yet to be fully exploited by the industry and is worth just £70 million. Since Mintel reported on the category in 2007, there have been one or two high profile brand launches and signs of growing interest by mass-market retailers such as Superdrug. However, ethnic brands such as SoftSheen-Carson (L'Oréal) and Mixed Chicks (Mixed Chicks) remain rooted in the independent specialist retailers or salons on the fringes of the mainstream beauty market. Future potential lies in NPD and expansion of distribution.

What have we found out?

- The 7.3 million strong ethnic population is growing faster than the white population in the UK. This expansion offers strong growth opportunities for cosmetics and toiletries products that target the UK's non-white population.
- Teenagers and pre-teens are more strongly represented within the ethnic community than amongst white people. Young people tend to be more experimental and are an important target group for beauty products.
- 12% of the total population are non-whites, however, ethnic beauty products represent just 1% of all new haircare, skincare and make-up launches. The ethnic market has a long way to go to be brought in-line with the demographic make-up of the UK population.
- Ethnic beauty brands show a lack of resources to fund above-the-line spend which is seeing a downward slide. When ethnic brands do advertise, they typically use the specialist press rather than mainstream glossies and this may be motivated by keeping costs down.
- Most ethnic brands are sold through independent specialist retailers and through wholesalers. However, supermarkets are the number one place for non-white adults to buy cosmetics and toiletries. Mainstream retailers need to become more engaged with specialist manufacturers and brands.
- Ethnic women, younger age groups and those on a higher income demonstrate the highest levels of interest in the cosmetics and toiletries sector and represent the key demographics at which to target new products.

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