

Facial Skincare - UK - May 2013

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"Facial care remains an integral part of beauty and grooming routines. However in a results-driven category, consumers are very demanding of their facial skincare products and brands tread a fine line between igniting interest and the ability to deliver on promises."

– Charlotte Libby – Household and Personal Care Analyst

In this report we answer the key questions:

- How will an ageing population affect the facial skincare market?
- Which product attribute is most important to consumers?
- How can men be encouraged to use facial skincare products more frequently?
- How can consumer trust be reignited in product claims?

Facial skincare products secure high penetration in male and female consumers thanks to the importance placed on maintaining an attractive appearance. The market was valued at over £1 billion in 2012 and is forecast for further growth to 2017.

The 'lipstick effect' has held strong throughout the UK's economic downturn and small indulgences sell well as people look for inexpensive treats. This has also applied within the facial skincare sector where prestige products in particular have enjoyed strong sales increases of 9% between 2011 and 2012. This has been driven by a continuous programme of product innovation as well as retail initiatives such as Harvey Nichols Beauty Bazaar driving consumers in store.

Projected growth in the population aged over 55 presents an opportunity for the facial skincare market, as female consumers of this age are primary users of facial moisturisers and anti-ageing products.

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