

Facial Skincare - UK - May 2014

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“Facial skincare brands can focus on appealing to low usage demographics and more targeted product positioning claims to maintain sales growth in the category. The consumer interest in free-from products and ethical practices can also be harnessed to address brand loyalty.”

– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Facial skincare products need to boost appeal amongst older men
- Ethical practices hold appeal with consumers
- Booming surgical procedures marks an opportunity for skincare

Mintel's definition of facial skincare includes products targeted at men and women, as follows:

- Moisturisers/treatments
- Cleansers, including scrubs, washes, wipes, make-up remover
- Toners
- Masks
- Specialised products such as lip salves, eye care
- Medicated skincare
- Skincare devices eg mechanical cleansing brushes.

Bodycare products are excluded from this report.

Please note that for the ease of market categorisation from a product and brand perspective, this report refers to premium and mass products. For the purpose of this report:

- Top-end prices and high brand status define prestige products. They are typically sold behind the counter in department stores with specialised sales assistants. Prestige brands include Clinique (Estée Lauder) and Lancôme (L'Oréal).

- Mass products are more typically priced at the lower end of the spectrum, and are sold in self-serve formats in mass-retail outlets including supermarkets and high street chemists such as Boots and Superdrug. Mass brands include NIVEA (Beiersdorf) and Olay (Procter & Gamble).

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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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Table of Contents

Introduction

Products covered in this report

Abbreviations

Executive Summary

Pace of growth forecast to quicken

Figure 1: Best- and worst-case forecast for UK retail value sales of facial skincare products, 2008-18

Facial skincare market reacts to evolving product needs

Facial products continue to dominate launches

Figure 2: UK facial skincare new product launches, by product type, January 2011-March 2014

Men's skincare routines becoming more sophisticated

Figure 3: Facial skincare product usage, by gender, March 2014

Brand drives consumer choice, but cheapest prices are sought

Figure 4: Desired product attributes, March 2014

What we think

Issues and Insights

Facial skincare products need to boost appeal amongst older men

The facts

The implications

Ethical practices hold appeal with consumers

The facts

The implications

Booming surgical procedures marks an opportunity for skincare

The facts

The implications

Trend Application

Trend: Moral Brands

Trend: Rebirth of Cities

Trend: Factory Fear

Market Drivers

Key points

Ageing population poses a challenge for skincare brands

Figure 5: Trends in the age structure of the UK population, by gender, 2008-18

At-home beauty spend increasing

Figure 6: Trends in what extra money is spent on, March 2011-March 2014

Growth in cosmetic surgery procedures

Figure 7: Growth in number of surgical procedures undertaken by BAAPS members, 2012-13

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Beauty from within and bare-faced beauty

Ingredient scares continue to hold consumer attention

Who's Innovating?

Key points

Facial products continue to dominate launches

Figure 8: UK facial skincare new product launches, by product type, January 2011-March 2014

Figure 9: New product examples in the UK lip care segment, 2013

Moisturising/hydrating claim remains key in NPD

Figure 10: New product launches in the UK face/neck care market, by top ten positioning claims in 2013, 2011-13

Figure 11: New product launches in the UK face/neck care category without the botanical/herbal positioning claim, January 2013-March 2014

More targeted skincare products segment the market

Figure 12: Targeted new product launches in the facial care market, January 2013-April 2014

Anti-ageing eye claims expand in 2013

Figure 13: New product launches in the UK eye care market, by top ten positioning claims in 2013, 2011-13

Figure 14: New product launches in the UK eye care market containing the brightening/illuminating and/or firming product claim, 2013

L'Oréal leads product development in 2013

Figure 15: UK facial skincare new product launches, by top five ultimate companies and other, 2013

Sensory textures hold focus in 2014

Figure 16: New product launches in the UK facial skincare market, September 2013-March 2014

Market Size and Forecast

Key points

Sales increases continue in 2013

Figure 17: UK retail value sales of facial skincare products, 2008-18

Future growth expected at an increase pace

Figure 18: Best- and worst-case forecast for UK retail value sales of facial skincare products, 2008-18

Forecast methodology

Segment Performance

Key points

Men's market posts the strongest rate of growth

Figure 19: UK retail value sales of facial skincare products, by category, 2012-13

While moisturisers still lead the market, lip care sees double-digit growth

Figure 20: UK retail value sales of women's mass market facial skincare products, by category, 2012-13

Market Share

Key points

NIVEA sees the strongest growth in the women's mass market

Figure 21: Brand shares in UK sales of women's mass-market facial skincare, 2012-13

Men's mass market brand shares

Figure 22: Brand shares in UK sales of men's mass-market facial skincare, 2012-13

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Report Price: £1750.00 | \$2834.04 | €2223.04

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

Companies and Products

Figure 23: Beiersdorf UK Limited financial performance, 2011 and 2012

Figure 24: Examples of new product launches by Beiersdorf in the facial skincare market, April 2013-March 2014

Estée Lauder

Figure 25: Estée Lauder Cosmetics Limited financial performance, 2012-13

Figure 26: Examples of new product launches by Estée Lauder in the facial skincare market, April 2013-March 2014

Kao

Figure 27: Key financials for Kao Corporation (global), 2011-12

Figure 28: Examples of new product launches by Kao in the facial skincare market, April 2013-March 2014

L'Oréal

Figure 29: L'Oréal (UK) Ltd financial performance, 2011-12

Figure 30: Examples of new product launches by L'Oréal in the facial skincare market, April 2013-March 2014

LVMH

Figure 31: LVMH (global) financial performance, 2012-13

Figure 32: Examples of new product launches by LVMH in the facial skincare market, April 2013-March 2014

Brand Research

Brand map

Figure 33: Attitudes towards and usage of brands in the facial skincare sector, March 2014

Correspondence analysis

Brand attitudes

Figure 34: Attitudes, by facial skincare brand, March 2014

Brand personality

Figure 35: Facial skincare brand personality – macro image, March 2014

Figure 36: Facial skincare brand personality – micro image, March 2014

Brand experience

Figure 37: Facial skincare brand usage, March 2014

Figure 38: Satisfaction with various facial skincare brands, March 2014

Figure 39: Consideration of facial skincare brands, March 2014

Figure 40: Consumer perceptions of current facial skincare brand performance, March 2014

Brand recommendation

Figure 41: Recommendation of selected facial skincare brands, March 2014

Brand Communication and Promotion

Key points

Advertising spend mirrors launch activity

Figure 42: Main monitored advertising spend on facial skincare products, 2011-13

Beiersdorf doubles advertising spend

Figure 43: Main monitored advertising spend on facial skincare products, by advertiser, 2011-13

TV strengthens hold as preferred medium

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Facial Skincare - UK - May 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Figure 44: Main monitored advertising spend on facial skincare products, by media type, 2011-13

Women's facial moisturisers lead spend in the category

Figure 45: Main monitored advertising spend on facial skincare products, by product type, 2013

Channels to Market

Key points

Discounters and online grow as cheapest prices are sought

Figure 46: UK retail value sales of facial skincare products, by outlet type, 2012-13

Stores respond with retail initiatives and events

The Consumer – Product Usage and Frequency Amongst Women

Key points

Increasing usage of oils and BB creams cannibalising moisturiser

Figure 47: Women's facial skincare product usage, March 2013 and 2014

The convenience of wipes boosts usage and sales

A desire for extra clean skin sees the resurgence of soap

Figure 48: Frequency of using facial skincare products amongst women, March 2014

Masks and peels need to increase usage and frequency

Half of women use more than six products in their skincare routine

Figure 49: Repertoire of product usage amongst women, March 2014

The Consumer – Product Usage and Frequency Amongst Men

Key points

Soap's popularity boosted by facial hair

Figure 50: Men's facial skincare product usage, March 2013 and 2014

Men's product routines show increasing sophistication

Male skincare devices can boost market

Scope to lift frequency of use in the male market

Figure 51: Frequency of using facial skincare products amongst men, March 2014

Male product repertoires remain far below women

Figure 52: Repertoire of product usage amongst men, March 2014

The Consumer – Reasons for Using Facial Skincare

Key points

BB cream appeal lies in cosmetic benefits

Figure 53: Reasons for using facial moisturiser vs BB cream, amongst women, March 2014

Cleansers sought to protect skin from environmental stresses

Figure 54: Reasons for using facial cleansers, by gender, March 2014

Treatments associated with targeted benefits

Figure 55: Reasons for using facial treatment products, by age, March 2014

The Consumer – Shopping for Skincare

Key points

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Report Price: £1750.00 | \$2834.04 | €2223.04

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

Eight in ten skincare users buy products in-store

Figure 56: Purchasing channels of facial skincare products, March 2014

Men are less confident they understand their skin's needs

Figure 57: Shopping for skincare, March 2014

Devices to prove effectiveness can appeal to women

Companies with ethical practices hold appeal

The Consumer – Desired Product Attributes

Key points

Brand drives consumer choice, but cheapest prices are sought

Figure 58: Desired product attributes, March 2014

Impact of chemicals a growing concern

The evolving multi-functional claim

The Consumer – Attitudes towards Skincare

Key points

Lifestyle and diet known to have a big impact on skin

Figure 59: Attitudes towards skincare, March 2014

Ingredients a confusing area for consumers

Increasing awareness of skincare routines for over-55s

Appendix – Brand Research

Figure 60: Brand usage, March 2014

Figure 61: Brand commitment, March 2014

Figure 62: Brand momentum, March 2014

Figure 63: Brand diversity, March 2014

Figure 64: Brand satisfaction, March 2014

Figure 65: Brand recommendation, March 2014

Figure 66: Brand attitude, March 2014

Figure 67: Brand image – macro image, March 2014

Figure 68: Brand image – micro image, March 2014

Appendix – The Consumer – Product Usage and Frequency Amongst Women

Figure 69: Women's facial skincare product usage, March 2014

Figure 70: Attitudes towards skincare, by most popular women's facial skincare product usage, March 2014

Figure 71: Attitudes towards skincare, by next most popular women's facial skincare product usage, March 2014

Figure 72: Attitudes towards skincare, by other women's facial skincare product usage, March 2014

Figure 73: Interest in new product development, by most popular women's facial skincare product usage, March 2014

Figure 74: Interest in new product development, by next most popular women's facial skincare product usage, March 2014

Figure 75: Interest in new product development, by other women's facial skincare product usage, March 2014

Figure 76: Most popular frequency of using facial skincare products amongst women, March 2014

Figure 77: Next most popular frequency of using facial skincare products amongst women, March 2014

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Report Price: £1750.00 | \$2834.04 | €2223.04

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

- Figure 78: Most popular women's facial skincare product usage, by demographics, March 2014
- Figure 79: Next most popular women's facial skincare product usage, by demographics, March 2014
- Figure 80: Other women's facial skincare product usage, by demographics, March 2014
- Figure 81: Most popular frequency of using facial skincare products amongst women – Facial moisturiser, by demographics, March 2014
- Figure 82: Next most popular frequency of using facial skincare products amongst women – Facial moisturiser, by demographics, March 2014
- Figure 83: Most popular frequency of using facial skincare products amongst women – Facial cleanser, by demographics, March 2014
- Figure 84: Next most popular frequency of using facial skincare products amongst women – Facial cleanser, by demographics, March 2014
- Figure 85: Most popular frequency of using facial skincare products amongst women – Facial wipes, by demographics, March 2014
- Figure 86: Next most popular frequency of using facial skincare products amongst women – Facial wipes, by demographics, March 2014
- Figure 87: Most popular frequency of using facial skincare products amongst women – Anti-ageing products, by demographics, March 2014
- Figure 88: Next most popular frequency of using facial skincare products amongst women – Anti-ageing products, by demographics, March 2014
- Figure 89: Most popular frequency of using facial skincare products amongst women – Eye cream/gel, by demographics, March 2014
- Figure 90: Next most popular frequency of using facial skincare products amongst women – Eye cream/gel, by demographics, March 2014
- Figure 91: Most popular frequency of using facial skincare products amongst women – Lip balm, by demographics, March 2014
- Figure 92: Next most popular frequency of using facial skincare products amongst women – Lip balm, by demographics, March 2014
- Figure 93: Most popular frequency of using facial skincare products amongst women – Facial exfoliator/scrub, by demographics, March 2014
- Figure 94: Next most popular frequency of using facial skincare products amongst women – Facial exfoliator/scrub, by demographics, March 2014
- Figure 95: Most popular frequency of using facial skincare products amongst women – Face mask or peels, by demographics, March 2014
- Figure 96: Next most popular frequency of using facial skincare products amongst women – Face mask or peels, by demographics, March 2014
- Figure 97: Most popular frequency of using facial skincare products amongst women – Make-up remover, by demographics, March 2014
- Figure 98: Next most popular frequency of using facial skincare products amongst women – Make-up remover, by demographics, March 2014
- Figure 99: Most popular frequency of using facial skincare products amongst women – Facial toner, by demographics, March 2014
- Figure 100: Next most popular frequency of using facial skincare products amongst women – Facial toner, by demographics, March 2014
- Figure 101: Most popular frequency of using facial skincare products amongst women – BB cream, by demographics, March 2014
- Figure 102: Next most popular frequency of using facial skincare products amongst women – BB cream, by demographics, March 2014
- Figure 103: Most popular frequency of using facial skincare products amongst women – Soap, by demographics, March 2014
- Figure 104: Next most popular frequency of using facial skincare products amongst women – Soap, by demographics, March 2014

Appendix – The Consumer – Product Usage and Frequency Amongst Men

- Figure 105: Men's facial skincare product usage, March 2014
- Figure 106: Attitudes towards skincare, by most popular men's facial skincare product usage, March 2014
- Figure 107: Attitudes towards skincare, by next most popular men's facial skincare product usage, March 2014
- Figure 108: Interest in new product development, by most popular men's facial skincare product usage, March 2014
- Figure 109: Interest in new product development, by next most popular men's facial skincare product usage, March 2014
- Figure 110: Most popular frequency of using facial skincare products amongst men, March 2014
- Figure 111: Next most popular frequency of using facial skincare products amongst men, March 2014
- Figure 112: Most popular men's facial skincare product usage, by demographics, March 2014
- Figure 113: Next most popular men's facial skincare product usage, by demographics, March 2014
- Figure 114: Other men's facial skincare product usage, by demographics, March 2014
- Figure 115: Most popular frequency of using facial skincare products amongst men – Facial moisturiser, by demographics, March 2014

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Facial Skincare - UK - May 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Figure 116: Next most popular frequency of using facial skincare products amongst men – Facial moisturiser, by demographics, March 2014

Figure 117: Most popular frequency of using facial skincare products amongst men – Lip balm, by demographics, March 2014

Figure 118: Next most popular frequency of using facial skincare products amongst men – Lip balm, by demographics, March 2014

Figure 119: Most popular frequency of using facial skincare products amongst men – Soap, by demographics, March 2014

Figure 120: Next most popular frequency of using facial skincare products amongst men – Soap, by demographics, March 2014

Repertoire of product usage

Figure 121: Repertoire of product usage, by demographics, March 2014

Appendix – The Consumer – Reasons for Using Facial Skincare Products

Figure 122: Top product positioning claims of BB creams, 2013

Figure 123: Reasons for using facial skincare products, March 2014

Figure 124: Shopping for skincare, by most popular reasons for using facial skincare products – Cleansing products, March 2014

Figure 125: Shopping for skincare, by next most popular reasons for using facial skincare products – Cleansing products, March 2014

Figure 126: Shopping for skincare, by most popular reasons for using facial skincare products – Facial moisturiser, March 2014

Figure 127: Shopping for skincare, by next most popular reasons for using facial skincare products – Facial moisturiser, March 2014

Figure 128: Shopping for skincare, by reasons for using facial skincare products – BB cream, March 2014

Figure 129: Shopping for skincare, by most popular reasons for using facial skincare products – Specialty or treatment products, March 2014

Figure 130: Shopping for skincare, by next most popular reasons for using facial skincare products – Specialty or treatment products, March 2014

Figure 131: Most popular reasons for using facial skincare products – Cleansing products, by demographics, March 2014

Figure 132: Next most popular reasons for using facial skincare products – Cleansing products, by demographics, March 2014

Figure 133: Most popular reasons for using facial skincare products – Facial moisturiser, by demographics, March 2014

Figure 134: Next most popular reasons for using facial skincare products – Facial moisturiser, by demographics, March 2014

Figure 135: Most popular reasons for using facial skincare products – BB cream, by demographics, March 2014

Figure 136: Next most popular reasons for using facial skincare products – BB cream, by demographics, March 2014

Figure 137: Most popular reasons for using facial skincare products – Specialty or treatment products, by demographics, March 2014

Figure 138: Next most popular reasons for using facial skincare products – Specialty or treatment products, by demographics, March 2014

Appendix – The Consumer – Shopping for Skincare

Figure 139: Shopping for skincare, March 2014

Figure 140: Shopping for skincare, by most popular interest in new product development, March 2014

Figure 141: Shopping for skincare, by next most popular interest in new product development, March 2014

Figure 142: Shopping for skincare, by other interest in new product development, March 2014

Figure 143: Most popular shopping for skincare, by demographics, March 2014

Figure 144: Next most popular shopping for Skincare, by demographics, March 2014

Appendix – The Consumer – Desired Product Attributes

Figure 145: Desired product attributes, March 2014

Figure 146: Most popular desired product attributes, by demographics, March 2014

Figure 147: Next most popular desired product attributes, by demographics, March 2014

Figure 148: Other desired product attributes, by demographics, March 2014

Appendix – The Consumer – Attitudes towards Skincare

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Facial Skincare - UK - May 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Figure 149: Attitudes towards skincare, March 2014

Figure 150: Women's facial skincare product usage, by agreement with the statement 'As long as a product works, I don't care about the ingredients', March 2014

Figure 151: Women's facial skincare product usage, by agreement with the statement 'I don't have time to use facial masks', March 2014

Figure 152: Women's facial skincare product usage, by agreement with the statement 'I think my skin's needs change throughout the year', March 2014

Figure 153: Women's facial skincare product usage, by agreement with the statement 'I pay more attention to my skin in the build up to special occasions', March 2014

Figure 154: Women's facial skincare product usage, by agreement with the statement 'I like to choose from a range of products that I own rather than using the same products daily', March 2014

Figure 155: Women's facial skincare product usage, by agreement with the statement 'Using the same products for a long period of time gives the most beneficial results', March 2014

Figure 156: Women's facial skincare product usage, by agreement with the statement 'It is beneficial to use a weekly treatment product', March 2014

Figure 157: Women's facial skincare product usage, by agreement with the statement 'A poor diet has a really negative impact on your skin', March 2014

Figure 158: Women's facial skincare product usage, by agreement with the statement 'Your lifestyle has a big impact on your skin', March 2014

Figure 159: Women's facial skincare product usage, by agreement with the statement 'I research the claims facial skincare products make before buying a product for the first time', March 2014

Figure 160: Women's facial skincare product usage, by agreement with the statement 'All facial moisturisers do the same thing, regardless of price', March 2014

Figure 161: Women's facial skincare product usage, by agreement with the statement 'There is no point using a multi-step facial skincare regime', March 2014

Figure 162: Men's facial skincare product usage, by agreement with the statement 'As long as a product works, I don't care about the ingredients', March 2014

Figure 163: Men's facial skincare product usage, by agreement with the statement 'I don't have time to use facial masks', March 2014

Figure 164: Men's facial skincare product usage, by agreement with the statement 'I think my skin's needs change throughout the year', March 2014

Figure 165: Men's facial skincare product usage, by agreement with the statement 'I pay more attention to my skin in the build up to special occasions', March 2014

Figure 166: Men's facial skincare product usage, by agreement with the statement 'I like to choose from a range of products that I own rather than using the same products daily', March 2014

Figure 167: Men's facial skincare product usage, by agreement with the statement 'Using the same products for a long period of time gives the most beneficial results', March 2014

Figure 168: Men's facial skincare product usage, by agreement with the statement 'It is beneficial to use a weekly treatment product', March 2014

Figure 169: Men's facial skincare product usage, by agreement with the statement 'A poor diet has a really negative impact on your skin', March 2014

Figure 170: Men's facial skincare product usage, by agreement with the statement 'Your lifestyle has a big impact on your skin', March 2014

Figure 171: Men's facial skincare product usage, by agreement with the statement 'I research the claims facial skincare products make before buying a product for the first time', March 2014

Figure 172: Men's facial skincare product usage, by agreement with the statement 'All facial moisturisers do the same thing, regardless of price', March 2014

Figure 173: Men's facial skincare product usage, by agreement with the statement 'There is no point using a multi-step facial skincare regime', March 2014

Figure 174: Agreement with the statement 'Your lifestyle has a big impact on your skin', by demographics, March 2014

Figure 175: Agreement with the statement 'A poor diet has a really negative impact on your skin', by demographics, March 2014

Figure 176: Agreement with the statement 'I think my skin's needs change throughout the year', by demographics, March 2014

Figure 177: Agreement with the statement 'As long as a product works, I don't care about the ingredients', by demographics, March 2014

Figure 178: Agreement with the statement 'It is beneficial to use a weekly treatment product', by demographics, March 2014

Figure 179: Agreement with the statement 'I don't have time to use facial masks', by demographics, March 2014

Figure 180: Agreement with the statement 'Using the same products for a long period of time gives the most beneficial results', by demographics, March 2014

Figure 181: Agreement with the statement 'I like to choose from a range of products that I own rather than using the same products daily', by demographics, March 2014

Figure 182: Agreement with the statement 'I pay more attention to my skin in the build up to special occasions', by demographics, March 2014

Figure 183: Agreement with the statement 'I research the claims facial skincare products make before buying a product for the first time', by demographics, March 2014

Figure 184: Agreement with the statement 'All facial moisturisers do the same thing, regardless of price', by demographics, March 2014

Figure 185: Agreement with the statement 'There is no point using a multi-step facial skincare regime', by demographics, March 2014

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