

Personal Care Vending - UK - December 2014

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

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"The BPC vending market is well placed to benefit from emerging key trends in the BPC markets such as customisation and digital testing. The rise of beauty apps has seen consumer awareness of new technologies increase and the BPC vending market has an opportunity to convert experimentation into purchasing."

Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Travel vending is a growth area
- The BPC vending market can harness technological advancements

The vending market has been a growing trend for global beauty, with leading brands including L'Oréal, Benefit and Chanel exploring vending machines to promote and retail their products in new and innovative ways, as well as interacting with, and digitally advising, consumers.

Travel sizes and free product samples have the greatest potential to draw consumers into the category, whilst growing areas of development across the beauty and personal care (BPC) sector, such as digital sampling and diagnostic tools, also present opportunities.

Consumer research for this report covers past usage of BPC vending machines, as well as attitudes towards BPC vending machines, desired locations for their placement, and interest in vending concepts.

Products covered in this report

This report examines vending machines, and attitudes towards vending for all beauty and personal care products. Beauty and personal care products include colour cosmetics, facial skincare, bodycare, haircare, soap, bath and shower products, deodorants & body sprays, oral care products and beauty accessories. Products regularly seen in vending machines which are more health-focused, including sanitary protection, vitamins & supplements and first aid, are also included.

This report does not follow the usual format of market intelligence reports, due to the nature of the industry. For example, the large number of suppliers in this industry means that it is not applicable to include a section on the supply structure or manufacturer/brand share data.

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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

Vending market benefits from travel and urbanisation

Innovation centres on location, promotion and customisation

Essential products are most commonly purchased

Figure 1: BPC products purchased from vending machines in last 12 months, August 2014

Travel needs dominate interest

Figure 2: Desired locations of BPC vending machines, August 2014

Expense fears are a barrier for vending

Figure 3: Consumer attitudes towards BPC vending machines, August 2014

What we think

Issues and Insights

Travel vending is a growth area

The facts

The implications

The BPC vending market can harness technological advancements

The facts

The implications

Trend Application

Trend: Transumers

Trend: Experience is All

Futures Trend: Human

Market Drivers

Key points

Growing employment leads to time-conscious consumers

Figure 4: Employment and unemployment, by gender, 2009-19

Urbanisation can boost station vending

Mobile and contactless payments

Figure 5: Contactless card ownership and use, September 2013

Food vending machines used by over a third

Figure 6: Use of vending machines and self-service machines in the last 12 months, December 2013

Travel & holidays increased in 2013

Figure 7: Purpose of flights taken in the past 12 months, May 2014

Technological advances

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Who's Innovating?

Key points

Travel hubs popular amongst vending machine locations

Figure 8: Benefit vending machine, McCarran International Airport, Las Vegas, January 2014

Chanel utilises vending concept for new launch promotions

Selfridges' beauty hall a destination for customisation

Unique product offering and edits

Innovative launches outside beauty

Figure 9: Walkers Tweet to eat, 2014

The Consumer – BPC Products Purchased from Vending Machines

Key points

Essentials are most commonly purchased

Figure 10: BPC products purchased from vending machines in last 12 months, August 2014

Sanitary protection purchases commonly from young women

Men twice as likely to use vending machines

Make-up vending has low penetration

The Consumer – Frequency of Purchasing from BPC Vending Machines

Key points

Men use BPC vending more frequently

Figure 11: Frequency of BPC vending purchases, by gender, August 2014

Full-time employees use for locational convenience

Parents need products

The Consumer – BPC Vending Locations

Key points

Travel needs dominate interest

Figure 12: Desired locations of BPC vending machines, August 2014

Festivals can bring new vending consumers

City locations most desired

The Consumer – Attitudes towards BPC Vending Machines

Key points

Expense fears are a barrier for vending

Figure 13: Consumer attitudes towards BPC vending machines, August 2014

Male consumers – speed, convenience and saving embarrassment

Millennials don't carry cash

Widening selection can appeal to women

The Consumer – Interest in BPC Vending Concepts

Key points

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Free samples a vending draw

Figure 14: Consumer interest in BPC vending concepts, August 2014

Travel sizes present opportunity

Diagnostics can enter vending

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