

The Private Label Beauty Consumer - UK - March 2015

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

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"Private label beauty products are viewed as inferior to brands in a number of areas including quality of ingredients, fashionability and durable formulas. However, own-label triumphs in value for money (55%) and ease of use (28%). An easy to use positioning can be harnessed as an opportunity to target less confident BPC shoppers, such as young men and a senior demographic."
- Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Opportunity in the haircare space
- More can be done to target a male PL shopper
- Appealing directly to a mature consumer

The media attention given to beauty products launched by discount retailers, along with a high level of NPD in the sector, has seen own-label colour cosmetics soar in popularity, taking a 53% share of the private label beauty market in 2014. However, at a total level, the private label beauty market continues to suffer from the continual price promotions of branded products, with sales slipping -0.5% in 2014 to £828 million. The haircare and fragrance categories in particular are brand led with 57% of adults preferring branded products in each.

Products covered in this report

This report focuses on consumer usage and purchasing of beauty products produced by retailers for exclusive sale by them, such as grocery multiples, direct selling outlets, specialist beauty retailers and chemists.

For the purposes of simplicity, the terms 'private label' and 'own-label' have been used interchangeably. This report includes the following beauty categories:

- Colour Cosmetics
- Fragrances (including bodysprays)
- Haircare (including hair colourants)
- Skincare (including face, body, foot and hand)

The following personal care markets are not included in the market size:

- Deodorants
- Shaving and Depilatories
- Soap and Bath Products
- Babies' and Children's Personal Care, Nappies and Wipes
- Oral Care

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DID YOU KNOW?

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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