

The Savvy Beauty Consumer - UK - November 2015

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

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"Although the economy has entered recovery, savvy shopping behaviours have become engrained in consumers' minds, and they remain drawn to sales, multi-buys and discount retailers. While brand loyalty has helped dampen the effect of savvy shopping on primary beauty markets."

– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- An uncertain future for online sales
- Own-label beauty needs to boost appeal

Consumers remain savvy shoppers post-recession, however the landscape of beauty sales continues to change. While the hygiene-oriented BPC markets suffer from consumer reliance on special offers and the cheapest available products, other sectors still have the ability to excite and inspire non-essential purchases. Online retailing has made it more convenient for buyers to save money on favoured goods, however changes to delivery services and the fear of counterfeit cosmetics will see competition from online pure players begin to ease.

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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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