

## Mature Beauty - UK - December 2015

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

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“As life expectancy increases, the definition of ‘old’ is ever changing and marketers are slowly catching on to this.

Recent years have seen the use of older models in advertising, whilst NPD sees a number of niche brands targeting the specific needs of older women.”

– Roshida Khanom, Senior Personal Care Analyst

### This report looks at the following areas:

- Older doesn't mean different
- Bringing sexy back
- It's not all about anti-ageing

Appearance is a key motivator for investment in the beauty category, particularly in terms of improving confidence and looking healthier, which shows little change as women age. However, current marketing and in-store environments remain geared at younger generations, potentially alienating older women and subsequently impacting on spend.

Mature women show high interest in beauty trends which is not translating into usage, suggesting that brands can do more to tailor new looks to the needs of older women, as well as focus NPD more at this age group.

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- It's not all about anti-ageing

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- Ageing population driving pro-age trend

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