

Beauty Accessories - US - September 2015

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The \$3 billion beauty accessories market has shown slow, uneven growth in recent years. However, while the largest market segment, hair accessories, has effectively stagnated, there are strong areas of growth and innovation in the smaller make-up and shower accessories segments.

This report looks at the following areas:

- Growth varies by segment, with make-up and shower accessories driving market
- Older consumers report low usage of beauty accessories
- For make-up accessories, opportunities to educate and orient women

A number of smaller players have seen sales climb thanks to focused branding strategies, innovative product development, and aggressive, multi-channel retailing. Bold appeal to digitally savvy Millennials has been especially vital to their success, and will be instrumental to the market looking forward.

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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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Sephora offers a model for innovative multi-channel retailing experience

Innovations related to cleaning and replacement may buoy future sales

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Real Techniques mobilizes beauty bloggers, social media and YouTube

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Major hair accessories brands struggle to grow

Conair may benefit from more inventive marketing and use of more diverse retailers

Goody may benefit from aggressive re-branding or development of new lines

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Added-benefit bath and shower accessories

Interactive stores and inventive digital tools help shoppers navigate the category

Innovations range from a selfie brush to a lip-gloss scoop

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Multiple demographic factors shape shower accessory usage

Helping women weigh information and build skills could build usage

Price is top factor weighed by those buying make-up brushes

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