

Beauty and Personal Care Retailing - Ireland - February 2015

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“With Irish consumers keen to see more beauty ranges with natural ingredients, brands should look to innovate across beauty and personal care sectors with a focus on botanical extracts as well as newer ingredients such as argan oil to appeal to skin-conscious consumers.”

– Sophie Dorbie, Research Analyst

This report looks at the following areas:

- How can beauty and personal care brands appeal to the changing demographics?
- Which brands are Irish consumers opting for – Premium or budget? Does brand preference change depending on the beauty products that consumers buy?
- What opportunities are there for beauty and personal care brands to appeal to Irish consumers?

The beauty and personal care market benefits from the fact that these items are daily essentials. In addition to this, the ‘lipstick effect’, in which consumers opt for more affordable luxuries in time of economic uncertainty, has also boosted market growth.

Looking ahead, challenges exist for the market in terms of the ageing population especially for the colour cosmetics sector. Countering this, opportunities exist for facial skincare brands and their anti-ageing formulas as consumers look to incorporate these products into their regime at an earlier age. Potential also exists for manufacturers to target consumers who will be working later into their lives than previous generations, who will have a vested interest in maintaining their appearance, and who will increasingly have the funds to achieve this.

Elsewhere, the male market should act as an innovation focus for brands. With men taking pride in their appearance and embracing the grooming trend, brands should look to innovate to appeal to these image-conscious consumers using current fashion trends, eg facial hair.

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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

Key themes in the report
Definition
Consumer research
Data sources
Abbreviations

Executive Summary

The market

Figure 1: Estimated segmentation of the beauty and personal care market, IoI, 2015

Forecast

Figure 2: Estimated index value of the beauty and personal care market, IoI, 2010-20

Market factors

Ageing population poses challenges and opportunities

Online and social networks are important channels in the beauty and personal care market

Consumer confidence improving, while prices of beauty and personal care items continue to fall

Companies and Innovations

The consumer

Two thirds use facial skincare products

Figure 3: Types of facial skincare products (eg cleansers, toners) that consumers typically use, NI and RoI, December 2014

Figure 4: Types of body care products (eg cleansers, toners) that consumers typically use, NI and RoI, December 2014

Around four in 10 use premium/luxury fragrances

Figure 5: Types of fragrances/aftershaves that consumers typically use, NI and RoI, December 2014

Majority of women use make-up

Figure 6: Women who typically use make-up, NI and RoI, December 2014

Boots the beauty and personal care retailer of choice amongst Irish consumers

Figure 7: Main retailers used to purchase beauty and personal care products in the last 12 months, NI and RoI, December 2014

Consumers wary of anti-ageing claims

Figure 8: Agreement with statements relating to beauty and personal care, NI and RoI, December 2014

What we think

Issues and Insights

How can beauty and personal care brands appeal to the changing demographics?

The facts

The implications

Which brands are Irish consumers opting for – Premium or budget? Does brand preference change depending on the beauty products that consumers buy?

The facts

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The Implications

What opportunities are there for beauty and personal care brands to appeal to Irish consumers?

The facts

The Implications

Market Overview

Key points

Upward trends in consumer confidence bode well for premium/luxury brands?

Figure 9: Consumer confidence index, NI, December 2011-14

Figure 10: Consumer sentiment index, RoI, December 2011-14

Prices of beauty and personal care products continue to fall

Figure 11: Consumer price index vs appliances and products for personal care sub-index, UK (including NI), December 2010-14

Figure 12: Consumer price index vs personal care, cosmetics and skincare products indices, RoI, December 2010-14

But wages are falling also

Ageing population poses challenges and opportunities

Figure 13: Population, by age, RoI, 2011-26

Figure 14: Population, by age, NI, 2012 and 2024

Online is an important channel in the beauty and personal care market

Figure 15: Consumers who have purchased beauty/personal care items online via a laptop/desktop computer in the last 12 months, NI and RoI, December 2014

Social networking making beauty and personal care interactive

Figure 16: Social networking sites used in the last three months, NI and RoI, April 2014

Market Size and Forecast

Key points

Year-on-year growth for the Irish beauty and personal care market

Figure 17: Estimated value of the IoI, RoI and NI beauty and personal care markets, 2010-20

Growth expected to continue

Figure 18: Forecast index growth in the beauty and personal care market, NI and RoI, 2010-20

Colour cosmetics account for almost a fifth of the market value

Figure 19: Estimated segmentation of the IoI beauty and personal care market, 2015

Fragrances contributing 16% of market value

Male market can offer skincare brands an opportunity to increase their share of the beauty and personal care market

Strengths and Weaknesses

Strengths

Weaknesses

Who's Innovating?

Key points

Long-lasting claims most prevalent on colour cosmetics

Figure 20: Share of new product launches within the UK/Irish colour cosmetics market, by top five claims in 2014, 2010-14

Micellar waters offer convenience for the facial skincare category

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Innovation in the celebrity fragrance category
Brands innovating for beards
Argan oil featuring across categories

Companies and Products

Manufacturers

Estée Lauder

Key facts

Brands and products

Brand NPD

Recent developments

L'Oréal UK & Ireland

Key facts

Brands and products

Brand NPD

Recent developments

Johnson & Johnson

Key facts

Brands and products

Brand NPD

Recent developments

LVMH (Moët Hennessy – Louis Vuitton)

Key facts

Brands and products

Brand NPD

Procter & Gamble Co. (P&G)

Key facts

Brands and products

Brand NPD

Recent developments

Unilever (Dove, Vaseline, Simple)

Key facts

Brands and products

Brand NPD

Recent developments

Retailers

A.S. Watson (Superdrug, Perfume Shop, Savers)

Key facts

Brands and products

Brand NPD

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Recent developments

Debenhams

Key facts

Brands and products

Recent developments

Gordons Chemist

Key facts

Brands and products

Recent developments

Lush Retail

Key facts

Brands and products

Brand NPD

Recent developments

Space NK Apothecary

Key facts

Brands and products

Brand NPD

The Body Shop

Key facts

Brands and products

Brand NPD

Recent developments

Walgreens Boots Alliance

Key facts

Brands and products

Brand NPD

Recent developments

The Consumer – Types of Beauty Products Purchased

Key points

Two thirds use facial and body care products

Figure 21: Types of facial skincare products (eg cleansers, toners) that consumers typically use, NI and RoI, December 2014

Seven in 10 use body care products

Figure 22: Types of body care products (eg moisturiser, exfoliator) that consumers typically use, NI and RoI, December 2014

Figure 23: Usage of body care products, by age group, NI and RoI, December 2014

Three in 10 women use premium own-brand make-up

Figure 24: Type of make-up (eg lipstick, concealer, eyeliner) that women typically use, NI and RoI, December 2014

Premium brands popular in the fragrance market

Figure 25: Types of fragrances/aftershave that consumers typically use, NI and RoI, December 2014

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The Consumer – Stores Used to Purchase Beauty and Personal Care Items

Key points

Beauty specialists and supermarkets the most popular beauty and personal care retailers

Figure 26: Main retailers used to purchase beauty and personal care products in the last 12 months, NI and RoI, December 2014

Women significantly more likely than men to purchase items from Boots

Figure 27: Consumers who purchased beauty and personal care products from Boots in the last 12 months, by gender, NI and RoI, December 2014

Figure 28: Main supermarkets consumers have purchased beauty and personal care products from in the last 12 months, by gender, NI, December 2014

Figure 29: Main supermarkets consumers have purchased beauty and personal care products from in the last 12 months, by gender, RoI, December 2014

Discount stores more popular amongst younger consumers in RoI

Figure 30: Consumers who purchased beauty and personal care products from discount stores in the last 12 months, by age, NI and RoI, December 2014

The Consumer – Attitudes towards Beauty and Personal Care

Key points

Consumers wary of skincare claims

Figure 31: Agreement with statements relating to beauty and personal care, NI and RoI, December 2014

Figure 32: Agreement with the statement 'I do not trust all the claims made by some skincare products (eg anti-ageing)', by age group, NI and RoI, December 2014

Packaging can act as an influencer when purchasing beauty products

Figure 33: Agreement with the statement 'Packaging is not important to me when buying beauty products', by age group, NI and RoI, December 2014

Demand for all-natural products

Men prefer premium brands for gifts

Figure 34: Agreement with the statement 'I am more likely to buy premium brands (eg Lancôme) as a gift rather than for myself', by gender, NI and RoI, December 2014

A fifth check for animal testing

Premium own-brand beauty products being trusted and considered better value for money

RoI under-25s favouring budget/standard own-brands

Appendix

NI Toluna data tables

Figure 35: Types of facial skincare products (eg cleansers, toners) that consumers typically use, by demographics, NI, December 2014

Figure 36: Types of body care products (eg moisturisers, exfoliators) that consumers typically use, by demographics, NI, December 2014

Figure 37: Types of Make-up (eg lipstick, concealer, eyeliner) that consumers typically use, by demographics, NI, December 2014

Figure 38: Types of fragrances/aftershave that consumers typically use, by demographics, NI, December 2014

Figure 39: If consumers have bought any make-up (eg lipstick, mascara), skincare products (eg facial, body care), fragrances and/or aftershave products for themselves or someone else in the last 12 months, by demographics, NI, December 2014

Figure 40: Beauty specialists that consumers have bought beauty and personal care items from in the last 12 months, by demographics, NI, December 2014

Figure 41: Supermarkets that consumers have bought beauty and personal care items from in the last 12 months, by demographics, NI, December 2014

Figure 42: Department stores that consumers have bought beauty and personal care items from in the last 12 months, by demographics, NI, December 2014

Figure 43: Other types of retailers that consumers have bought beauty and personal care items from in the last 12 months, by demographics, NI, December 2014

Figure 44: Agreement with statements relating to beauty and personal care, by demographics, NI, December 2014

Figure 45: Agreement with statements relating to beauty and personal care, by demographics, NI, December 2014 (continued)

Figure 46: Agreement with statements relating to beauty and personal care, by demographics, NI, December 2014 (continued)

RoI Toluna data tables

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Figure 47: Types of facial skincare products (eg cleaners, toners) that consumers typically use, by demographics, RoI, December 2014

Figure 48: Types of body care products (eg moisturisers, exfoliators) that consumers typically use, by demographics, RoI, December 2014

Figure 49: Types of Make-up (eg lipstick, concealer, eyeliner) that consumers typically use, by demographics, RoI, December 2014

Figure 50: Types of fragrances/aftershave that consumers typically buy, by demographics, RoI, December 2014

Figure 51: If consumers have bought any make-up (eg lipstick, mascara), skincare products (eg facial, body care), fragrances and/or aftershave products for themselves or someone else in the last 12 months, by demographics, RoI, December 2014

Figure 52: Beauty specialists that consumers have bought beauty and personal care items from in the last 12 months, by demographics, RoI, December 2014

Figure 53: Supermarkets that consumers have bought beauty and personal care items from in the last 12 months, by demographics, RoI, December 2014

Figure 54: Department stores that consumers have bought beauty and personal care items from in the last 12 months, by demographics, RoI, December 2014

Figure 55: Other types of retailers that consumers have bought beauty and personal care items from in the last 12 months, by demographics, RoI, December 2014

Figure 56: Agreement with statements relating to beauty and personal care, by demographics, RoI, December 2014

Figure 57: Agreement with statements relating to beauty and personal care, by demographics, RoI, December 2014 (continued)

Figure 58: Agreement with statements relating to beauty and personal care, by demographics, RoI, December 2014 (continued)

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