

Beauty Retailing - Ireland - February 2016

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“The beauty retailing sector is a fairly resilient market in Iol given that most beauty products are deemed as daily essentials. However, the changing shopping habits of consumers has seen many venturing into discounters and online to avail of discounted prices that allow them to remain on trend without breaking the bank.”
— Emma McGeown, Research Analyst

This report looks at the following areas:

- How is the beauty market expected to perform in 2016?
- What are the most popular beauty products purchased?
- Where are consumers purchasing beauty products?
- What are the top beauty treatments in Iol?

The beauty retailing market benefits from the fact that most beauty products (ie facial and skincare items) are daily essentials. Women will continue to be the key drivers in terms of beauty product sales with most using beauty products on a daily basis. However, in recent years, men have become more of a focus for beauty brands, with Irish males taking more pride in their appearance.

Consumers show a tendency to still be conscious of spending, with some eliminating non-essential beauty items as a result. Overall, mass market brands are the most popular brands purchased - with own-label faring well in categories such as facial and body care products – suggesting an element of trust in own-label beauty products; whereas with fragrances, Irish consumers are more inclined to splurge on luxury perfume/aftershave brands and less willing to purchase own-label or mass market brands.

Although this research has revealed that beauty specialists such as Boots remains one of the top stores for purchasing beauty products, there is also a slight shift towards non-beauty specialists such as discounters and online-only retailers, LookFantastic and Amazon. With changing consumer shopping habits, we could see more shoppers taking the advice offered at beauty specialists and then seeking other channels to benefit from discounted prices.

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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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