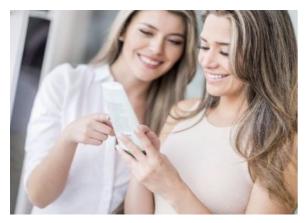


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"Various demographic groups will require specific types of beauty products, and age and gender play a vital role in shaping these consumer demands. Technology also plays an increasing role, as people are shopping differently today — more so online and via mobile devices while value continues to be a key driver. Furthermore, online shopping has made access to beauty products easier than before"

This report looks at the following areas:

- Most beauty product shopping still occurs in-store with online lagging behind
- · Demographic challenges and population growth from immigration
- Competitive landscape within beauty retailing and for beauty brands

Definition

The focus of this report is on the retail experience where shopping for items in the beauty category is concerned, based largely on the results of Mintel's exclusive consumer research.

For the purpose of this report, Mintel defines the beauty category to include the following: haircare, bath & body, skincare, face make-up, eye make-up, nail care, beauty appliances/tools, depilatory products, men's fragrances and women's fragrances.

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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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