

Beauty and Personal Care Gift Sets - UK - August 2016

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

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“Beauty sets remain a popular gift choice, particularly at Christmas, with high levels of festive spending keeping the market afloat. Beauty-conscious young women are most likely to ask for sets as gifts, or buy for themselves to save money on individual products. However, older consumers are less likely to buy or receive BPC gift sets, presenting a future challenge for the market as the population ages.”

– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Expanding gifting outside of Christmas
- Appealing to an older population

The beauty gift set market is driven by buying for others, with half of consumers purchasing a fragrance set to give as a gift in the last year. This is a driving factor behind fragrance gift sets talking the largest share of innovation in the category.

Young women are a key consumer group for the BPC (Beauty and Personal Care) gift sets market, being both more likely to ask for beauty sets as gifts and to buy for themselves. As such, emerging categories such as beauty devices and health and wellness can be harnessed by brands to boost appeal and create a less seasonal approach to the category.

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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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- Appealing to an older population
 - The facts
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The Market – What You Need to Know

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- Growing older population not as tempted by gift sets
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Multi-product sets more popular as a gift for others

Men pay more per set

Christmas gifting important

Men buy for romance

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Gift wrapping is a strength

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