

## Prestige Beauty

Report Price: £1995.00 | \$2490.76 | €2354.10

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“This market fared well in 2015, driven by a positive financial sentiment driving high purchasing levels among affluent, young consumers. As prestige BPC products are purchased by both men and women, encouraging self-indulgence will be key to driving growth going forward, with the ‘lipstick index’ potentially returning during the post-Brexit period of economic uncertainty.”

– **Charlotte Libby, Senior Beauty Analyst**

This report looks at the following areas:

- Encouraging self-indulgence to further drive spend
- Engaging young men in the prestige beauty market
- The influence of science versus nature in prestige beauty

Value sales of prestige products in BPC markets rose in 2015, driven by high purchasing levels among affluent, young consumers. Women’s products remain dominant; however, engaging young men presents an opportunity for value growth in the prestige beauty market, given their high spending power and willingness to spend more on premium beauty over standard brands.

Boding well for the prospects of the market in times of economic uncertainty, the top reason for purchasing prestige beauty products was because consumers wanted to treat themselves. Encouraging self-indulgence will be key to driving growth in the market going 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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## Table of Contents

**Overview**

**Executive Summary**

**Issues and Insights**

**The Market – What You Need to Know**

**Market Segmentation**

**Market Drivers**

**Companies and Brands – What You Need to Know**

**Launch Activity and Innovation**

**Advertising and Marketing Activity**

**Brand Research**

**The Consumer – What You Need to Know**

**Prestige Beauty Categories**

**Product Loyalty**

**Buying Premium Beauty**

**Premium Beauty Retailers**

**Reasons for Buying Premium**

**Premium vs Mass**

**Appendix – Data Sources, Abbreviations and Supporting Information**

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