

Beauty Tools and Accessories - UK - December 2016

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“The beauty vlogger phenomenon has boosted the popularity of make-up brushes and blenders, with innovation in the market now focusing on keeping these products clean and hygienic. This hygiene focus presents opportunities for other tools such as hairbrushes and nail files, to encourage more frequent replacement.”

Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- The ageing population changes beauty tool demands
- Focus on cleaning and replacing tools

What you need to know

The beauty tools and accessories market appeals to women of all ages, with activities such as brushing hair and filing nails featuring in the beauty routines of all. The beauty vlogger phenomenon of recent years has also created a large user base of capable women looking to replicate professional make-up techniques at home, in turn lifting demand for make-up brushes.

Products covered in this Report

For the purposes of this Report, Mintel has used the following selection of beauty tools and accessories in its market research:

- Hair brushes and combs
- Nail files, foot files, pumice stones
- Other home-use manicure equipment
- Tweezers
- Face make-up brushes, sets and sponges
- Non-decorative hair grips
- Hair rollers
- Eyelash curlers
- Blotting paper

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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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