

Beauty Retailing - Germany - January 2017

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“Growth in spending on personal care in France has been sluggish, but the specialist retailers have been growing strongly. This is in no small part due to the dynamism of market leader Sephora, whose accessible stores and digital innovations are leading the way, but also down to the expansion of smaller players, such as Kiko Milano.”
– Natalie Macmillan, Senior European Retail Analyst

This report looks at the following areas:

- Stores are important but must move with the times
- The rise of the green consumer

Specialist French beauty retailers have been performing well, growing ahead of market spending over the last few years, despite stagnant or falling prices on many beauty products.

The specialists are strong in the country, capturing almost 30% of all market spending on beauty. Other significant channels are the grocers and the pharmacies and parapharmacies. Sephora is the leading specialist and a key innovator with its digitally integrated stores. The Marionnaud and Nocibé perfumery formats are of a similar size, but we are seeing the most rapid growth from smaller and niche formats, such as Kiko Milano in low priced cosmetics and Lush in natural/home-made products.

Online spending is growing as the retailers develop and integrate this channel with their store-based estates, but competition from online specialists, particularly Amazon is strong.

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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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Beauty retailers thriving despite weak spending

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Market size and trend

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Company background

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