

Women's Facial Skincare - UK - July 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The women’s facial skincare category has seen strong value growth year-on-year despite a decline in NPD, suggesting that advertising and marketing messages are resonating with women. Penetration of products has increased in the last 12 months, indicating that women are adding multiple steps to their regime.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- **SPF skincare still has a long way to go**
- **The category fares well despite NPD being down**
- **Women are buying more, even though knowledge is still low**

The women’s facial skincare category showed strong value growth in 2017, increasing by 4% to reach £1.15 billion. The category is expected to continue to show strong growth as women widen their product repertoires; for example, 28% of women used five or more caring products in 2018 compared with 19% in 2017.

However, brands can do more in terms of education to drive usage of the premium segment in particular, as whilst ingredient awareness is high, knowledge about ingredients is low. In addition, confusion around usage of SPF is also high, with 40% of women finding it difficult to know which level of sun protection to use on a daily basis, suggesting opportunities to help women understand how to incorporate SPF as part of their skincare routines.

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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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The category fares well despite NPD being down

The facts

The implications

Women are buying more, even though knowledge is still low

The facts

The implications

The Market – What You Need to Know

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Sleep is the biggest internal influencer

Ingredient awareness is high but knowledge is low

Price is the most important purchase influencer

Use of SPF is high - but so is confusion

Usage of Facial Cleansing Products

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