

## The Millennial BPC Consumer - UK - November 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“As the largest generation in the UK, appealing to Millennials is important but challenging. Communication to this group about their appearance should be sensitive and inclusive, as many feel under pressure to keep up with peers. Innovation can be either light-hearted and fun, or reflective of Millennials’ changing lifestyles, but not everything needs to dazzle.”

– Alex Fisher, Senior Beauty Analyst

This report looks at the following areas:

- Positive messages are landing
- What about Millennial men?

As the largest generation in the UK, appealing to Millennials is important but challenging. This generation dislikes being labelled and therefore requires more sensitive communication from brands and ambassadors that feels relatable and inclusive.

Innovation targeting Millennials has taken two routes: one uses light-hearted names and fun, stylish packaging, while the other is more reflective of the lifestyle shift we see in this generation. However not all branding and innovation needs to dazzle; Millennials’ highly-involved routine means products that can fit into busy lifestyles and save time are likely to gain traction. Similarly they look for brands that are easy to find whilst shopping, often at high street retailers which they consider trustworthy.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# The Millennial BPC Consumer - UK - November 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know  
 Products covered in this Report  
 Mintel generation definitions

### Executive Summary

The market  
 Big spending potential  
 Figure 1: Age structure of the UK population (projected), 2018  
 Companies and brands  
 Part of your world  
 Building on a theme  
 The consumer  
 First impressions  
 Figure 2: Reasons for importance of appearance (all vs Millennials), September 2018  
 Love what you do  
 Figure 3: Beauty and grooming behaviours ("yes" responses only) (all vs Millennials), September 2018  
 Save me  
 Figure 4: Reasons for buying new beauty/grooming products (all vs Millennials), September 2018  
 Covering the basics  
 Figure 5: Important qualities in a beauty/grooming brand (all vs Millennials), September 2018  
 Someone to look up to  
 Figure 6: Important qualities in a beauty/grooming brand ambassador (all vs Millennials), September 2018  
 The benefits of browsing  
 Figure 7: Correspondence analysis for beauty/grooming retailers amongst Millennials, September 2018  
 Here to stay  
 Figure 8: Awareness and experience of trends amongst Millennials, September 2018  
 What we think

### Issues and Insights

Positive messages are landing  
 The facts  
 The implications  
 What about Millennial men?  
 The facts  
 The implications

### The Market – What You Need to Know

Big spenders

**BUY THIS  
 REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# The Millennial BPC Consumer - UK - November 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The good, the bad, and the digital

## Market Drivers

Millennials are the largest generation

Figure 9: Age structure of the UK population (projected), 2018

Older Millennials feeling the pinch

Figure 10: How respondents would describe their current financial situation (all vs Millennials), August 2018

Interest in ethics

Figure 11: Attitudes towards ethical beauty and grooming brands (all vs Millennials), September 2017

Social media detox

A force for good

Millennials look to professionals

Figure 12: Trusted sources of BPC advice (all vs Millennials), June 2018

## Companies and Brands – What You Need to Know

Part of your world

Building on a theme

## Innovation and Marketing Activity

Fitting into Millennial lifestyles

Embracing ethics

Figure 13: Share of UK BPC launches with natural or ethical & environmental claims, January 2016-September 2018

Figure 14: Top fastest growing and fastest declining natural and ethical & environmental claims within UK BPC launches, 2016-17

Getting inclusive

Figure 15: Fenty Beauty foundation collection, 2018

Body confidence

Instant appeal

Figure 16: Glossier Chicago store opening, August 2018

Figure 17: Kylie Cosmetics Truck at BeautyCon, July 2018

Trends on trial

Figure 18: Swatches of Charlotte Tilbury eyeshadow palette, October 2018

Figure 19: L'Oréal Paris Colorista's Snapchat lens, June 2017

The Millennial aesthetic

From slang to slogan

Figure 20: Launches featuring hashtags in product names, 2017-18

Colour crazes

Figure 21: On-trend colour launches in BPC, 2017-18

Taking Millennials to market

Figure 22: Millennial-inspired BPC launches, 2017-18

## The Consumer – What You Need to Know

First impressions

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# The Millennial BPC Consumer - UK - November 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Love what you do  
 Save me  
 Covering the basics  
 Someone to look up to  
 The benefits of browsing  
 Here to stay

## Importance of Appearance

Appearance is important

Figure 23: Importance of appearance (all vs Millennials), September 2018

Figure 24: Importance of appearance to Millennials, by age and gender, September 2018

Women have a more positive view

Figure 25: Reasons for importance of appearance (all vs Millennials), September 2018

Figure 26: ASOS Face + Body campaign, September 2017

Figure 27: Reasons for importance of appearance amongst Millennials, by age and gender, September 2018

## Beauty and Grooming Behaviours

It's complicated

Figure 28: Beauty and grooming behaviours ("yes" responses only) (all vs Millennials), September 2018

Here are my thoughts

Figure 29: Selected beauty and grooming behaviours ("yes" responses only) amongst Millennials, by age, September 2018

Seeking approval

Figure 30: Selected beauty and grooming behaviours ("yes" responses only) amongst Millennials, by gender, September 2018

## Purchase of Beauty/Grooming Products

Millennials shadow popular purchase patterns

Enjoyment drives purchasing

Figure 31: Reasons for buying new beauty/grooming products (all vs Millennials), September 2018

Treat yourself

Figure 32: Reasons for buying new beauty/grooming products, by age and gender, September 2018

Figure 33: Instagram stories featuring the #treatyoself hashtag, October 2018

Not all Millennials are the same

## Millennial Brand Qualities

The matter of science

Figure 34: Important qualities in a beauty/grooming brand (all vs Millennials), September 2018

Figure 35: The Inkey List product line-up, July 2018

Targeting Older Millennials

Figure 36: Important qualities in a beauty/grooming brand amongst Millennials, by age and gender, September 2018

A contradiction in ethics

## Millennial Brand Ambassador Qualities

Who am I?

BUY THIS  
 REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## The Millennial BPC Consumer - UK - November 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 37: Important qualities in a beauty/grooming brand ambassador (all vs Millennials), September 2018

Figure 38: Winnie Harlow in Dior's cosmetics campaign, February 2018

Figure 39: Important qualities in a beauty/grooming brand ambassador amongst Millennials, by age and gender, September 2018

### Lighten up

Figure 40: Jonah Hill in Palace Skate advert, 2017

## Retailer Perceptions

### Exposure leads to trust

Figure 41: Correspondence analysis for beauty/grooming retailers amongst Millennials, September 2018

### A browser of confusion

Figure 42: Perceptions of beauty/grooming retailers amongst Millennials, September 2018

## Experience of Trends

### Trial and repeat

Figure 43: Awareness and experience of trends amongst Millennials, September 2018

Figure 44: Guardian article about Beauty Banks, October 2018

Figure 45: Awareness and experience of trends amongst Millennials, by age, September 2018

### Investing in the future

Figure 46: Experience of trends amongst Millennials, by age, September 2018

## Appendix – Data Sources, Abbreviations and Supporting Information

### Abbreviations

Consumer research methodology

Correspondence methodology

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)