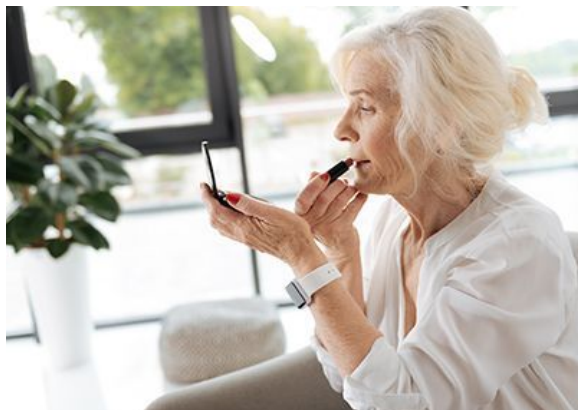


## The Senior BPC Consumer - UK - November 2018

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

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“The senior BPC consumer has much the same aspirations to feel confident and look attractive as their younger counterparts, however the desire for age representation suggests that the category is still not catering to their individual needs.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

Despite the shift in the way ageing is discussed in brand communication, there has been little NPD in products designed with the older consumer in mind. With beauty routines showing little change with age, brands can do more to educate older consumers on the need to adapt their products with changing skin/hair needs, as well as offer products specifically for their age.

- **Brands are talking the talk, but are they walking the walk?**
- **Aspirations of seniors reflect those of Millennials**
- **Targeting seniors with technology**

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## Table of Contents

### Overview

What you need to know  
Products covered in this Report

### Executive Summary

The market  
The rise of the silver pound  
Seniors buy ethically  
Companies and brands  
Communicating 'age' in a new way  
Budget brands are targeting seniors  
The consumer  
Appearance is important to seniors  
Figure 1: Importance of appearance to over-55s, September 2018  
Looking healthy is a driving motivation  
Figure 2: Reasons for appearance being important amongst over-55s, September 2018  
Routines are basic...but enjoyment is high  
Figure 3: Beauty and grooming habits amongst over-55s, September 2018  
Beauty/grooming routines show little change  
Figure 4: Changes in beauty/grooming routines in the last five years amongst over-55s, September 2018  
Beauty routines are impacted by changing skin/hair needs  
Figure 5: Reasons for changes in beauty/grooming routines in the last five years amongst over-55s, by changes in beauty/grooming routines in the last five years amongst over-55s, September 2018  
Ease is essential  
Figure 6: Important factors for a beauty/grooming brand amongst over-55s, September 2018  
Seniors want age representation  
Figure 7: Important factors in a beauty/grooming brand ambassador amongst over-55s, September 2018  
Boots is considered expert  
Figure 8: Correspondence analysis for beauty/grooming retailers amongst over-55s, September 2018  
Sampling is essential  
Figure 9: Important factors when shopping for beauty/grooming products in-store amongst over-55s, by gender, September 2018  
What we think

### Issues and Insights

Brands are talking the talk, but are they walking the walk?  
The facts  
The implications  
Aspirations of seniors reflect those of Millennials  
The facts

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The implications

Targeting seniors with technology

The facts

The implications

## The Market – What You Need to Know

An ageing population presents consumer opportunities

Premium brands can show more diversity

Seniors show differences in seasonal usage

Over-55s show price sensitivity

Advertising should be more health-focused

Ethical considerations are important

## Market Drivers

An ageing population

Figure 10: Trends in the age structure of the UK population, 2013-23

Premium brands still catching up on diversity

Figure 11: Clarins online tutorial booking page, October 2018

Product usage is up in spring

Figure 12: Beauty and grooming habits amongst over-55s, December 2017 and June 2018

Over-55s are price sensitive

Figure 13: Bargain-hunting behaviours of the over-55s, June 2018

Seniors want to see advertising promoting healthy lifestyles

Figure 14: Factors the over-55s find most engaging in advertising, June 2018

Over-55s try to buy ethically

Figure 15: Attitudes towards ethical beauty and personal care brands, by Millennials (aged 18-37) and over-55s, September 2017

## Companies and Brands – What You Need to Know

Rise in budget retailer skincare for seniors

Make-up brands are targeting over-55s

Little in NPD in haircare and products for men

Changing the conversation on ageing

Ageless marketing

## Launch Activity and Innovation

Budget skincare for the senior market

Figure 16: Poundland #6, August 2018

Age segmentation is still lacking

Growing make-up brands targeting over-55s

Figure 17: Studio 10 publicity, September 2018

Lack of innovation in haircare

Figure 18: White Hot Hair, July 2018

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NPD for men over-55 lags behind

## Advertising and Marketing Activity

Changing the age conversation

Figure 19: Look Fabulous Forever, May 2018

But is it enough?

Ageless marketing may resonate

Using the consumer to sell

## The Consumer – What You Need to Know

Appearance is important to seniors

Beauty routines are basic

Facial and body skincare routines show change

Ease of use is important

Age representation is essential

Boots is considered expert

Seniors want samples

## Attitudes towards Appearance

Appearance is important

Figure 20: Importance of appearance to over-55s, September 2018

Over-65s hold appearance at higher priority

Figure 21: Agreement with appearance being 'very important' amongst over-55s, by age and gender, September 2018

Looking healthy is the biggest motivator

Figure 22: Reasons for appearance being important amongst over-55s, by gender, September 2018

Women look for a confidence boost

Figure 23: Selected reasons for appearance being important amongst women, 16-24s and over-55s, September 2018

Marketing beauty as fun

## Beauty and Grooming Habits

Routines are basic...but enjoyment is high

Figure 24: Beauty and grooming habits amongst over-55s, September 2018

Over-55s feel time pressures

Lifestyle positioning has opportunities amongst 55-64s

Over-65s are less confident with new trends

Figure 25: Agreement with enjoying taking care of appearance and trying new trends amongst over-55s, by age, September 2018

## Changes in Beauty/Grooming Routines

Beauty routines remain largely unchanged

Figure 26: Changes in beauty/grooming routines in the last five years amongst over-55s, September 2018

Facial and body skincare routines show change

Women are spending less time on their make-up

Changing needs drive changes to routines

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Figure 27: Reasons for changes in beauty/grooming routines in the last five years amongst over-55s, by changes in beauty/grooming routines in the last five years amongst over-55s, September 2018

Eyesight and dexterity issues impacting time on routines

## Important Factors for a Beauty/Grooming Brand

Ease of use is most important

Figure 28: Important factors for a beauty/grooming brand amongst over-55s, by gender, September 2018

Women want age segmentation

Over-55s want to buy ethically

Proof is important

## Important Factors for a Beauty/Grooming Brand Ambassador

Age representation is essential

Figure 29: Important factors in a beauty/grooming brand ambassador amongst over-55s, by gender, September 2018

Appearance is less important

Seniors want to support ethical causes

## Attitudes towards Retailers

Boots is considered expert but old-fashioned

Figure 30: Correspondence analysis for beauty/grooming retailers amongst over-55s, September 2018

Superdrug doesn't cater to the over-55s

Feelunique and Space NK have low associations

Figure 31: Perceptions of beauty/grooming retailers amongst over-55s, September 2018

## Important Factors when Buying Beauty/Grooming Products In-store

Sampling is essential

Figure 32: Important factors when shopping for beauty/grooming products in-store amongst over-55s, by gender, September 2018

Placing products by age

Offering a helping hand

Seniors as influencers

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

Abbreviations

Consumer research methodology

Methodology

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