

# The Private Label Beauty Consumer - UK - December 2018

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

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“NPD in the private label beauty sector has seen brands becoming more competitive, resulting in changing consumer perceptions as well as a rise in purchase. Private label brands are considered as good as – and in some cases better than – regular brands. A private label hierarchy remains, however, with some consumers avoiding brands from particular retailers.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- Perceptions of private label brands have changed
- Opportunities for results-driven sectors
- Catering for men can drive the private label sector

As NPD (New Product Development) becomes more competitive, perceptions of private label brands are changing with 69% of adults agreeing that the quality of private label brands has improved in recent years. Chemist/specialist private label brands in particular have positive perceptions, with reliability scores outperforming regular brands (36% vs 30%).

Purchase of private label beauty products is also on the rise, with 62% of adults agreeing that they can be just as good as premium brands.

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### The Market – What You Need to Know

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Financial situations are increasingly strained

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