

## Beauty & Personal Care - Ireland - February 2018

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“The Irish beauty and personal care market is largely driven by new product developments, technology-led innovations and the digital world of social media. With consumers looking for good value for money, mass-market brands dominate the market across many personal care and beauty segments.”

– **Joanna Kempniak, Market Research Analyst**

### This report looks at the following areas:

Nevertheless, BPC shoppers are prepared to pay premium prices for high-end brands as they look for high-quality products, value-adding services as well as customisable and personalised cosmetics and toiletries.

This Report evaluates the market for beauty and personal care (BPC) products for use in the home in Ireland. It examines the main market drivers and trends affecting the industry and influencing consumer behaviour. Moreover, it draws on consumer research and examines types of BPC products bought, types of brands and retailers consumers have shopped in for BPC items as well as preferences and attitudes towards beauty and personal care.

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## Table of Contents

### Overview

What you need to know  
Issues covered in this Report  
Definition

### Executive Summary

The market  
Figure 1: Estimated retail value of beauty and personal care market, RoI and NI, 2012-18

Forecast  
Figure 2: Estimated retail value of beauty and personal care market, RoI and NI, 2012-23

Market factors  
Brexit affecting consumer confidence  
BPC brands targeting wider audience  
Personalisation and customisation of BPC products gain popularity  
Consumers and BPC brands concerned about the environment  
Companies, brands and innovations

The consumer  
Everyday toiletries the most frequently bought BPC products  
Figure 3: Types of beauty and personal care items bought in the last 12 months, NI and RoI, November 2017

Consumers choose standard/own-label brands for personal care products, but premium for fragrances  
Figure 4: Types of brands consumers typically bought for each of the following beauty/personal care products in the last 12 months, NI and RoI, November 2017

Boots and Tesco the most preferred BPC retailers  
Figure 5: Retailers that consumers have bought beauty and personal care items from in the last 12 months, NI, November 2017  
Figure 6: Retailers that consumers have bought beauty and personal care items from in the last 12 months, RoI, November 2017

Distrust for Irish consumers continues  
Figure 7: Agreement with statements relating to beauty and personal care, NI and RoI, November 2017

### The Market – What You Need to Know

The retail value of the Irish BPC market continues to rise  
Brexit and its impact on the BPC market  
Male beauty and the gender stereotype  
Personalisation is the key  
Consumers in search of natural ingredients  
Eco-conscious consumers and eco-friendly products

### Market Size and Segmentation

Growth of BPC market across Ireland in 2018  
Figure 8: Estimated retail value of beauty and personal care market, IoI, RoI and NI, 2012-23

Colourful future of cosmetics

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Figure 9: Estimated retail market value of colour cosmetics, IoI, RoI and NI, 2012-23

## Fragrances set to see value decline in 2018

Figure 10: Estimated retail market value of fragrances, IoI, RoI and NI, 2012-23

## Pretty smiles

Figure 11: Estimated retail market value of oral hygiene, IoI, RoI and NI, 2012-23

## Volumizing sales

Figure 12: Estimated retail market value of shampoo & conditioners, IoI, RoI and NI, 2012-23

## Facial recognition

Figure 13: Estimated retail market value of facial care, IoI, RoI and NI, 2012-23

## The bubbly world

Figure 14: Estimated retail market value of soap, bath & shower products, IoI, RoI and NI, 2012-23

## Deodorants

Figure 15: Estimated retail market value of deodorants, IoI, RoI and NI, 2012-23

## From head to toe

Figure 16: Estimated retail market value of body care, IoI, RoI and NI, 2012-23

## Market Drivers

### Consumer confidence following Brexit

#### Financial situation a year on

Figure 17: How consumers describe their finances compared to a year ago, NI and RoI, September 2017

#### Outlook for the future

Figure 18: How consumers feel Brexit will impact their future personal situation, NI and RoI, September 2017

Figure 19: Thinking specifically about your own personal financial situation, do you think that it will improve, stay the same or get worse over the next 12 months, NI and RoI, September 2017

#### Personal finances are just 'OK'

Figure 20: How consumers rate their current financial situation, NI and RoI, January 2017-January 2018

### Gender segmentation

Figure 21: Types of beauty and personal care items bought by men in the last 12 months, NI and RoI, November 2017

### One size does not fit all

Figure 22: Beauty brands and their customisable products, 2017

### Closer to nature

Figure 23: Girl Undiscovered BPC products made using natural ingredients, 2017

Figure 24: BPC products made using natural ingredients

### Consumers want to help the environment

Figure 25: Beauty products that make eco-friendly pack claims, 2017

Figure 26: Global: new beauty & personal care product launches with environmentally friendly package as the claim, by period of launch, November 2012-October 2017

Figure 27: BPC packaging innovations

### Plastic microbeads ban comes into life

## Companies and Brands – What You Need to Know

Coty Inc. set to reduce presence in Ireland with closure of Nenagh factory

L'Oréal to sell The Body Shop brand to Brazilian cosmetics producer Natura

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Johnson & Johnson to invest €300 million in its RoI factory in County Cork  
A.S. Watson partners with Infosys in new digital transformation initiative  
Domestic brands focusing on organic and natural solutions

### Companies and Brands

Manufacturers  
Coty Inc.  
Estée Lauder  
Johnson & Johnson  
L'Oréal UK & Ireland  
LVMH Group (Louis Vuitton, Moët, Hennessy)  
Unilever  
Procter & Gamble  
Green Angel  
Voya Organic Beauty  
Retailers  
A.S. Watson (Superdrug, The Perfume Shop, Savers)  
Debenhams  
Gordons Chemist  
Lush  
The Body Shop  
Walgreens Boots Alliance

### Who's Innovating?

New product launches shrink significantly in last five years  
Figure 28: New product development in beauty and personal care industry, by sub-category, UK and Ireland, 2014-17  
Botanical/Herbal is the dominant claim in a shrinking market, but with a rise in ethical claims  
Figure 29: Claims analysis of beauty and personal care market, UK and Ireland, 2014-17  
Men's beauty and personal care ranges continue to emerge  
Demand for natural ingredients and treatments grows across beauty and personal care sector

### The Consumer – What You Need to Know

Personal care toiletries most frequently purchased products  
Mass-market brands lead the market  
Beauty specialists and supermarkets top favourite retailers  
Irish consumers distrustful towards beauty claims

### Type of Beauty and Personal Products Bought

Soap, bath/shower products, bodysprays and oral hygiene supplies most frequently purchased items  
Figure 30: Types of beauty and personal care items bought in the last 12 months, NI and RoI, November 2017  
NI men more likely to purchase BPC items than men in RoI  
Figure 31: Top three types of beauty and personal care items bought in the last 12 months, by gender, NI, November 2017

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Figure 32: Top three types of beauty and personal care items bought in the last 12 months, by gender, RoI, November 2017

### Gen-Xers and Baby Boomers primary buyers of BPC products

Figure 33: Top three types of beauty and personal care items bought in the last 12 months, by age, NI, November 2017

Figure 34: Top three types of beauty and personal care items bought in the last 12 months, by age, RoI, November 2017

### Premium brands preferred choice for fragrance and aftershave

Figure 35: Types of brands consumers typically bought for each of the following beauty/personal care products in the last 12 months, NI and RoI, November 2017

### Premium brands most appealing to Irish women and ABC1s when purchasing fragrance/aftershave

Figure 36: Consumers who have bought premium brands of fragrance/aftershave in the last 12 months, by gender, age and social class, NI and RoI, November 2017

### Own-label brand toiletries purchased by C2DEs and Millennials

### Irish consumers choose standard brands when purchasing BPC products

Figure 37: Types of brands consumers typically bought for make-up products in the last 12 months, NI and RoI, November 2017

Figure 38: Consumers who have bought standard brand make-up products in the last 12 months, by gender, age and social class, NI and RoI, November 2017

### Mass-market brand facial/body skincare products top choice for Irish shoppers

Figure 39: Consumers who have bought standard brand facial/body skincare products in the last 12 months, NI and RoI, November 2017

Figure 40: Consumers who have bought standard brand facial/body skincare products in the last 12 months, by gender and age, NI and RoI, November 2017

### Standard brand haircare products favourite option amongst Irish consumers

Figure 41: Consumers who have bought standard brand haircare products in the last 12 months, NI and RoI, November 2017

Figure 42: Consumers who have bought standard brand haircare products in the last 12 months, by gender and age, NI and RoI, November 2017

### Irish Gen-Xers buying standard brand toiletries

Figure 43: consumers who have bought standard brand toiletries in the last 12 months, NI and RoI, November 2017

Figure 44: Consumers who have bought standard brand toiletries in the last 12 months, by age, NI and RoI, November 2017

## Retailers Used to Purchase Beauty and Personal Care Items

### Boots and Tesco leading BPC retailers amongst Irish consumers

Figure 45: Retailers that consumers have bought beauty and personal care items from in the last 12 months, NI and RoI, November 2017

### Older Millennials and women primary BPC products shopper at Boots

Figure 46: Consumers who purchased beauty and personal care products from Boots in the last 12 months by age, NI and RoI, November 2017

Figure 47: Consumers who purchased beauty and personal care products from Boots in the last 12 months by daily internet usage, NI and RoI, November 2017

### Top three NI supermarkets attracting Millennials

Figure 48: Consumers who purchased beauty and personal care products from supermarkets in the last 12 months, by age, NI, November 2017

Figure 49: Consumers who purchased beauty and personal care products from supermarkets in the last 12 months, by gender and social class, NI, November 2017

Figure 50: Consumers who purchased beauty and personal care products from supermarkets in the last 12 months, by daily internet usage, NI, November 2017

### RoI – 25-34s shop in Tesco, while 16-24s prefer Dunnes or Aldi/Lidl

Figure 51: Consumers who purchased beauty and personal care products from supermarkets in the last 12 months, by age, RoI, November 2017

Figure 52: Consumers who purchased beauty and personal care products from supermarkets in the last 12 months, by gender and social class, RoI, November 2017

### Traditional chemists attract younger Millennials in NI, but Baby Boomers in RoI

Figure 53: Consumers who purchased beauty and personal care products from a traditional chemist in the last 12 months, by gender and age, NI and RoI, November 2017

Figure 54: Consumers who purchased beauty and personal care products from a traditional chemist in the last 12 months, by daily internet usage, NI and RoI, November 2017

### C2DEs more likely to buy BPC products in discount stores

Figure 55: Consumers who purchased beauty and personal care products from a discount store in the last 12 months, by gender, age and social class, NI and RoI, November 2017

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### Online shopping most popular amongst Irish Millennials

Figure 56: Consumers who purchased beauty and personal care products from an online store in the last 12 months, by age, NI and RoI, November 2017

### Attitudes towards Beauty and Personal Care

#### Irish consumers distrustful towards beauty claims

Figure 57: Agreement with statements relating to beauty and personal care, NI and RoI, November 2017

#### NI men and Irish Baby Boomers sceptical of claims

Figure 58: Agreement with the statement 'I do not trust all the claims made by some skincare products (eg anti-ageing)', by gender and age, NI and RoI, November 2017

Figure 59: Agreement with the statement 'I do not trust all the claims made by some skincare products (eg anti-ageing)', by gross annual household income, NI and RoI, November 2017

#### Irish women perceive beauty/fragrance sets as the ideal gift

Figure 60: Agreement with the statement 'Beauty/fragrance sets are an ideal gift', by gender and age, NI and RoI, November 2017

#### In-store beauty services appealing to Irish Millennials

Figure 61: Agreement with the statement 'I would be interested in an in-store service that tests my skin for sensitivity to certain beauty products/ingredients (ie allergies)', by gender and age, NI and RoI, November 2017

#### NI men and older generation pay less attention to BPC product packaging

Figure 62: Agreement with the statement 'Packaging is not important to me when buying beauty products', by gender and age, NI and RoI, November 2017

#### Discounter outlets see rise in BPC product sales

Figure 63: Agreement with the statement 'I have bought more personal care items (eg deodorant) from discounter outlets in the last 12 months', by gender and age, NI and RoI, November 2017

#### Irish women and younger generation more willing to pay extra for premium brands

Figure 64: Agreement with the statement 'Premium/luxury beauty brands are worth the extra money', by gender, age and social class, NI and RoI, November 2017

#### Millennials willing to pay premium for customised BPC products

Figure 65: Agreement with the statement 'I would be willing to pay more for customised beauty items (eg fragrance, foundation) specialised to me', by age, NI and RoI, November 2017

#### Recommendations made by beauty bloggers are not appealing to Irish men and Baby Boomers

Figure 66: Disagreement with statement 'I trust recommendations from beauty bloggers', by gender and age, NI and RoI, November 2017

Figure 67: Disagreement with statement 'I trust recommendations from beauty bloggers', by daily internet usage, NI and RoI, November 2017

#### Younger generations more concerned about animal welfare

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

Consumer research

Data sources

Generational cohort definitions

Market size rationale

Abbreviations

BPC market size and forecasting breakdown

Top-performing BPC segments

Figure 68: Estimated market value of top-performing BPC segments, IoI, RoI and NI, 2012-23

'Other' BPC segments

Figure 69: Estimated market value of 'other' BPC segments, IoI, RoI and NI, 2012-23

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