

## Holiday Beauty - UK - November 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“NPD in the holiday beauty sector largely focuses on convenience, with travel-sized products and on-the-go claims. However, with the majority of people choosing not to buy beauty products specifically for use on holidays there is a perceived lack of need in the sector.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- **Holiday beauty; what's the point?**
- **Beauty routines are considered time-consuming**

NPD (New Product Development) in the holiday beauty sector focuses on convenience, with travel-sized products and on-the-go claims. However, not many people who have taken a holiday in the last 12 months have purchased beauty/grooming products specifically to use on holiday, suggesting that consumers do not see the need for holiday-specific beauty products.

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### DID YOU KNOW?

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 Market – What You Need to Know

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UK is a popular destination

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