

The Generation X BPC Consumer - UK - February 2019

Report Price: £2195 | \$2995 | €2600

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

This report looks at the following areas:

- Keep convenience in mind
- Separate from seniors
- Rooted in familiarity

Although it can be tempting to target all generations after Millennials with the same anti-ageing messages and products, ageing is still considered a future problem for Generation X rather than an issue for which there is a current need. Some Generation Xers have launched their own brands, born from the frustration of finding nothing in the market that really showcases an understanding of their generation.

Currently happy to spend on little luxuries, appealing to Generation X now can future-proof brands when funds grow tighter into retirement. Targeting them is easy as they have an interest in both online and print media, but messaging needs to focus on the here-and-now and products should consider skin and hair type or offer personalisation. Established mass brands and retailers may find this group easier to tap into, especially with this generation's interest in convenience, but right now they do not necessarily feel comfortable or catered for.



“The industry’s focus on anti-ageing messaging towards anyone over the age of 40 has left Generation X feeling misunderstood. Ageing is still considered a future problem for many of these consumers, while their more pressing needs for convenience and personalised options are ignored.”

– Alex Fisher, Senior Beauty Analyst

Buy this report now

Visit store.mintel.com

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

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
- The future is now
- Knocking on an open door
- Companies and brands
- Create your own

Figure 1: UK beauty and personal care NPD with anti-ageing claims, 2015-18

- Multi-dimensional
- The consumer
- Moving forward

Figure 2: Signs of ageing addressed (all vs Generation X), November 2018

- Fast and focused

Figure 3: Usage frequency of beauty/grooming categories amongst Generation X, November 2018

- Tailored retail

Figure 4: Retailers where beauty/grooming products are purchased, by generation, November 2018

- Speed is the objective

Figure 5: Factors considered most important in a beauty/grooming product amongst Generation X, November 2018

- I know what I like

Figure 6: Correspondence analysis for brand perceptions amongst Generation X, November 2018

- Difference of opinion

Figure 7: Attitudes towards BPC amongst Generation X, November 2018

- What we think

ISSUES AND INSIGHTS

- Keep convenience in mind
- The facts
- The implications
- Separate from seniors
- The facts
- The implications

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

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

- **Rooted in familiarity**
- **The facts**
- **The implications**

THE MARKET – WHAT YOU NEED TO KNOW

- **The future is now**
- **Knocking on an open door**

MARKET DRIVERS

- **Generation X are a fifth of the population**
Figure 8: Age structure of the UK population (projected), 2018
- **Appearance less important**
Figure 9: Importance of appearance, by generation and gender, September 2018
- **Little financial preparation**
Figure 10: Pension product ownership (net of all pension products), by generation, October 2017
- **Sandwich years**
- **The best of both worlds**
Figure 11: Trends in cutting down social media use (all v Generation X), April 2018
- **Let's talk about it**
Figure 12: Meg Mathews' online menopause resources, December 2018
- **Making campaigns 'ageless'**

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- **Create your own**
- **Multi-dimensional**

INNOVATION AND MARKETING ACTIVITY

- **Between prevention and treatment**
Figure 13: Shiseido Essential Energy Moisturising Cream, March 2018
Figure 14: Sonoya Mizuno fronts Shiseido's Essential Energy campaign, October 2018
- **Make it yourself**
Figure 15: Enhance + Glow palette by B-Glowing Beauty, August 2018
- **Campaign representation**
Figure 16: L'Oréal Paris and Prince's Trust training programme campaign, February 2017
Figure 17: #AgeWellRevolution campaign by Neal's Yard Remedies, August 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

Report Price: £2195 | \$2995 | €2600

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

- Anti-ageing takes on new forms**

Figure 18: UK beauty and personal care NPD with anti-ageing claims, 2015-18

Figure 19: Multi-use colour cosmetic launches with anti-ageing claims, 2018

THE CONSUMER – WHAT YOU NEED TO KNOW

- Moving forward**
- Fast and focused**
- Tailored retail**
- Speed is the objective**
- I know what I like**
- Difference of opinion**

APPEARANCE AND AGEING

- From the neck down**

Figure 20: Signs of ageing addressed (all vs Generation X), November 2018

Figure 21: Skincare launches specifically aimed at neck/décolleté, 2018

- The trouble with greys**

Figure 22: Signs of ageing addressed, by generation, November 2018

Figure 23: Semi-permanent/Temporary hair colourant launches, 2017-18

PRODUCT USAGE

- Focus on the functional**

Figure 24: Any usage of beauty/grooming categories (all vs Generation X) (NET), November 2018

Figure 25: Usage frequency of beauty/grooming categories amongst Generation X, November 2018

Figure 26: Hair styling launches with time/speed or ease of use claims, 2017-18

- Traditional routines**

Figure 27: Usage frequency of selected beauty/grooming categories (all vs Generation X), November 2018

Figure 28: Men's usage of selected beauty/grooming categories (all vs Generation X), November 2018

Figure 29: Repertoire of BPC categories used amongst Generation X, by gender, November 2018

PURCHASING BPC PRODUCTS

- Retailers fuel dissatisfaction**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

Report Price: £2195 | \$2995 | €2600

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

Figure 30: Retailers where beauty/grooming products are purchased, by generation, November 2018

- **Capture spend now**

Figure 31: Average monthly spend on beauty/grooming products, by generation, November 2018

Figure 32: Average monthly spend on beauty/grooming, by gender (all vs Generation X), November 2018

PRODUCT FEATURES

- **What's age got to do with it?**

Figure 33: Factors considered most important in a beauty/grooming product amongst Generation X, November 2018

- **Taking it easy**

Figure 34: Factors considered most important in a beauty/grooming product (any rank) (all vs Generation X), November 2018

Figure 35: Seoulista Beauty's Rosy Hands Instant Manicure (Revive Express Beauty), 2018

- **Natural not a concern**

BRAND PERCEPTIONS

- **Trust in the traditional**

Figure 36: Correspondence analysis for brand perceptions amongst Generation X, November 2018

- **Prestige feels unrelatable**

Figure 37: Brand perceptions amongst Generation X, November 2018

Figure 38: #DPx Clinique FIT, January 2018

Figure 39: Clinique iD Hydrating Jelly Base + Active Cartridge Concentrate Lines & Wrinkles, December 2018

GENERATION X ATTITUDES TOWARDS BPC

- **Don't let me be misunderstood**

Figure 40: Attitudes towards BPC amongst Generation X, November 2018

- **In-store alienation**

- **Stuck in the middle**

Figure 41: Attitudes towards BPC (any agree), by generation, November 2018

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

Report Price: £2195 | \$2995 | €2600

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

- Correspondence map methodology

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.