

Hair & Skincare Products - Ireland - February 2019

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This report looks at the following areas:

- Three quarters doubt effectiveness of anti-aging
- Beauty adverts most complained about advertisements in Ireland
- Caring for the environment
- 2019 might see NI consumer spending cutbacks

Increasingly, consumers are concerned with the environmental impact of the hair and skincare products that they buy, which has seen an increase in companies launching products with strong green/ environmental credentials.

Further to this, with consumers more demanding of evidence of claims made by beauty and personal care products, this will see a greater need for transparency and clean labelling for hair and skincare products.



“Increasing concern with the environment among Irish consumers will help to shape the hair and skincare market moving forward, with greater demands for products that offer more environmentally friendly options, and if consumers are willing to pay for this, it could help reverse the decline in value sales for soaps and shampoos.”

– Brian O’Connor, Senior Consumer Analyst

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