

Prestige Beauty - UK - December 2019

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This report looks at the following areas:

- Informed consumers have driven demand for premium products
- In-store environments are crucial

The prestige beauty sector achieved modest growth of 1% in value in 2018, reaching £2.91 billion, as purchase of premium brands increased from 2016. Prestige products continue to have a high quality image, with 35% of adults agreeing that they last longer and 24% agreeing that they give better long-term results. Browsing is essential for product discovery, particularly in a bricks and mortar environment; 39% of prestige buyers find out about products whilst browsing in-store.



“The prestige sector saw a 1% growth in value in 2018 as premium brands continue to have a high quality image among consumers. Indeed, usage of premium brands has shown a rise across all sectors, with fragrances remaining the most popular category.”

- Roshida Khanom, Category Director BPC

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