

Beauty and Personal Care Retailing - Spain - January 2020

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“Beauty and personal care specialists in Spain have been focusing on strengthening their ecommerce presence, but they continue to face strong competition from non-specialist retailers across the board.”

– **Armando Falcao, European Retail Analyst**

This report looks at the following areas:

- **Tech investments to improve guidance and the overall retail experience**
- **Gender-neutrality gains traction**

Retailers are turning their attention back to their stores to improve the multichannel shopping experience, hoping to entice consumers with new tech features while also satisfying their growing concerns about the environment and sustainability.

Our consumer research for this report shows that while Spanish beauty and personal care shoppers value retailers concerned about sustainability and which are actively trying to reduce their impact on the environment, they also place a lot of value on the experiential side of retail and we have seen a number of players invest heavily to provide guidance and improve the overall shopping experience.

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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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Table of Contents

Overview

What you need to know
Areas covered in this report

Executive summary

The market
Consumer spending
Figure 1: Spain: Annual % change in total consumer spending on beauty and personal care and total household spending, 2013-19
Sector size and forecast
Figure 2: Spain: annual % change in retail sales, 2013-19
Inflation
Figure 3: Spain: Consumer price inflation on personal care products and services, annual % change, 2013-19
Channels of distribution
Figure 4: Spain: Estimated distribution of spending on beauty and personal care products by channel, 2018
Companies and brands
Key metrics
Market shares
Figure 5: Spain: Leading BPC specialists' shares of all cosmetics and perfumery specialists' sales, 2019
Online
The consumer
Beauty and personal care products purchased
Figure 6: Spain: Beauty and personal care products purchased in the last 12 months, November 2019
Online and in-store shopping for beauty and personal care products
Figure 7: Spain: In-store and online buyers of beauty and personal care products, November 2019
Where beauty and personal care products are purchased
Figure 8: Spain: Where beauty and personal care products were purchased, November 2019
Attitudes to shopping for beauty and personal care products
Figure 9: Spain: Attitudes to buying beauty and personal care products, November 2019
What we think

Issues and insights

Tech investments to improve guidance and the overall retail experience
The facts
The implications
Gender-neutrality gains traction
The facts
The implications

The market – What you need to know

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- Spending on personal care stagnates in 2018
- Fragrances and colour cosmetics grow the fastest
- Specialist retailers continue to face slow growth
- Inflation has stronger impact on services than on products
- Hypermarkets and supermarkets are the main channel of distribution

Consumer spending

Figure 10: Spain: Consumer spending on beauty and personal care (incl. VAT), 2013-19

Product market breakdown

Figure 11: Spain: Main beauty and personal care markets, spending (incl. VAT), 2013-19

Figure 12: Spain: Main beauty and personal care markets, forecast spending (incl. VAT), 2020-23

Sector size and forecast

Figure 13: Spain: Health & beauty specialists, sales (excl. VAT), 2014-19

Figure 14: Spain: Health & beauty specialists, forecast sales (excl. VAT), 2020-24

Inflation

Figure 15: Spain: Consumer prices of personal care items, annual % change, 2013-19

Figure 16: Spain: Consumer price inflation on personal care products and services, annual % change, January 2018 – November 2019

Channels of distribution

Figure 17: Spain: Estimated distribution of spending on beauty & personal care products by channel, 2018

Figure 18: Spain: Estimated distribution of spending on beauty & personal care products by channel, 2014-18

Companies and brands – What you need to know

- The period of consolidation carries on
- Clarel no longer for sale and drops from leadership position
- Considerable changes in market share
- Still scope for growth online

Leading players

Consolidation after acquisitions and change in market leadership

Figure 19: Spain: Leading beauty and personal care specialists, sales, 2016-19

Figure 20: Spain: Leading beauty and personal care specialists, outlets, 2016-19

Figure 21: Spain: Leading beauty and personal care specialists, sales per outlet, 2016-19

Market shares

Figure 22: Spain: Leading specialists' shares of all cosmetics and perfumery specialists' sales, 2016-19

Online

Online activity

Figure 23: Spain: Broadband penetration as % of all households, 2008-19

Shopping online

Figure 24: Spain: Online purchases in the last 12 months in key sectors, 2008-19

Online BPC sales

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Figure 25: Spain: Estimated online sales by product category, 2018

Leading online players

Figure 26: Spain: Beauty retailers: transactional websites, December 2019

The consumer – What you need to know

Consumption increases with age and remains highest among women

Around one-quarter shop for BPC online

Specialists are used mainly by younger consumers

Experiential retail and sustainability are key to success

Beauty and personal care products purchased

Beauty and personal care widely used

Figure 27: Spain: Beauty and personal care products purchased in the last 12 months, November 2019

Haircare, beauty and skincare predominantly bought by women

Figure 28: Spain: Beauty and personal care products purchased in the last 12 months, by gender, November 2019

Age plays an important role for beauty and personal care products

Figure 29: Spain: Beauty and personal care products purchased in the last 12 months, by age group, November 2019

Online and in-store shopping for BPC products

Spaniards continue to shop mainly in-store

Figure 30: Spain: In-store and online buyers of beauty and personal care products, November 2019

Women remain the predominant online shoppers

Figure 31: Spain: In-store and online buyers of beauty and personal care products, by gender, November 2019

Professionals and young families more likely to shop online

Figure 32: Spain: In-store and online buyers of beauty and personal care products, by age group, November 2019

Where beauty and personal care products are purchased

Supermarkets/hypermarkets used by two thirds of consumers

Specialists fairly level in terms of usage

Figure 33: Spain: Where beauty and personal care products were purchased, November 2019

Customer profiles

Figure 34: Spain: Where beauty and personal care products were purchased, by age and income, November 2019

Where people shopped and what they bought

Figure 35: Spain: Beauty and personal care products purchased by retailer used: specialists, November 2019

Figure 36: Spain: BPC products purchased by retailer used: non-specialists, November 2019

Men and women both shop around

Figure 37: Spain: Repertoire of where they purchased beauty and personal care items in the last 12 months, by gender, November 2019

Figure 38: Spain: Repertoire of where they purchased beauty and personal care items in the last 12 months, by age group, November 2019

Attitudes to shopping for beauty and personal care products

Experiential retail and sustainability are key to success

Figure 39: Spain: Attitudes to shopping for BPC products and BPC retailers, November 2019

Clarel and Sephora shoppers are particularly interested in the retail experience

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Figure 40: Spain: Attitudes to shopping for BPC products and BPC retailers by where they shopped for BPC products in the last 12 months: specialists, November 2019

El Corte Inglés shoppers are the most concerned with sustainability

Figure 41: Spain: Attitudes to shopping for BPC products and BPC retailers by where they shopped for BPC products in the last 12 months: non-specialists, November 2019

Appendix – Data sources, abbreviations and supporting information

Abbreviations

Data sources

Douglas Group

What we think

Expanded online beauty offering with marketplace proposition

Strengthening its position in the luxury cosmetic sector

Store makeovers offering expanded services and innovative experiences

Beauty-on-demand

Tapping into the 'clean' beauty trend

Company background

Company performance

Figure 42: Douglas Group: group sales performance, 2014/15-2018/19

Figure 43: Douglas Group: Store data, September 2018

Figure 44: Douglas Group: Outlet data, 2014/15-2018/19

Retail offering

Kiko Milano

What we think

Brand new store concept and personalised lipstick

More store traffic means more opportunities for sales

Shifting physical expansion eastwards

Targeting a bigger share of the online beauty market

Company background

Company performance

Figure 45: Kiko Milano: Estimated group financial performance, 2014-18

Figure 46: Kiko Milano: Estimated outlet data, 2014-18

Retail offering

Sephora

What we think

Hyper personalised in-store experience

Transforming the at-home beauty experience

A more transparent beauty shopping experience

Tapping into the embryonic cannabis-infused beauty market

Innovative new beauty products

Loyalty-driven credit card and enhanced Beauty Insider perks for frequent shoppers

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Company background

Company performance

Figure 47: Sephora: group sales performance, 2014-18

Figure 48: Sephora: Estimated outlet data, 2014-18

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