

Private Label Beauty Products and Toiletries - UK - May 2011

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What is this report about?

Private-label products have traditionally been considered to be basic and functional. While price and a me-too approach may have well described NPD in the past, own-brand products are growing increasingly innovative, delivering quality while maintaining low prices. Many retailers are supporting their own-brand better and viewing it as a way to lock in loyalty and increase profit.

What have we found out?

- Sales of private-label beauty products and toiletries are estimated at almost £1.5 billion in 2010. This is equivalent to 18% of the beauty market. Although the economic climate should be favourable for own-label - with consumers purses being squeezed, the plethora of price promotions available in-store means private label has failed to gain share.
- The three largest private-label categories in terms of market share are suncare, colour cosmetics and facial skincare. This is primarily due to the success of Boots' own-labels Soltan and No7 in these sectors.
- Men's grooming products are singled out as an area of potential for own-label growth. Men hold very positive attitudes towards own-label toiletries and are more likely than women to think own-label represents better value for money than brands.
- Private label accounts for around one in five new product launches in the cosmetics and toiletries market and is at its highest level in five years.
- The majority of consumers (55%) recognise that the quality of own-label C&T products has improved and is now better than it used to be. One in four under-25s shop at a particular store because they like buying their favourite own-label toiletries.
- Supermarket value toiletries are the most popular with consumers (36%), closely followed by the supermarket standard alternatives (34%). Mintel estimates supermarkets to take 30% of all private label sales. Boots has a quarter of value.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100