

Social Media: Beauty and Personal Care - UK - April 2012

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“Social networks have established themselves as integral to the consumer’s digital experience. They not only enrich the brand experience, but also help to integrate real-world brands into users’ digital lifestyles. People are turning to online discussions for product recommendations, listening to the opinions of others and increasingly forming networks based on shared interests and tastes. For brands willing to engage with participants within these networks, social networks present an opportunity to communicate with an audience and establish a position via the medium of the digital environment.”

– Alexandra Richmond, Senior Consumer and Lifestyles Analyst

In this report we answer the key questions:

- Which brands are buzzing?
- What is the role of social networks in opinion sharing?
- How is the function of friendship changing?
- What is the role of influence in the beauty and personal care market?

Mintel’s Social Media Intelligence report on beauty and personal care listens to and analyses social media conversations, interpreting and providing insight on what people are talking about online. It also tracks the engagement between consumers and products and brands in the social media space, as well as advertising themes.

We examine the underlying reasons for this and throw a spotlight on how wider trends influence what beauty and personal care brands and topics people are talking about and why.

This report examines the market for beauty and personal care products in the UK. The categories included are:

- Colour cosmetics
- Deodorants
- Fragrances
- Hair products
- Shaving and depilatories
- Skincare
- Soap and bath products
- Diapers and feminine hygiene
- Oral hygiene

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