

Beauty Retailing - UK - January 2014

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"With consumers ever keener to secure the best deals, retailers would do well to find new ways to bolster customer loyalty. Introducing a Price Matching scheme could be one way to encourage loyalty by deepening trust. Giving customers a feeling of control over their loyalty programme interaction could be compelling too."

– Hilary Monk, Senior Retail Analyst

This report looks at the following areas:

- How can beauty retailers encourage greater customer loyalty?
- Who were the retail winners and losers in 2012 and 2013?
- Can retailers capitalise more on the gift market?
- Are there new opportunities in the male beauty market?
- Can retailers prevent older people ageing out of the beauty market?

2012 was a weak year for beauty and personal care retailing and this followed through into 2013. Deal-hunting and channel-switching allowed squeezed consumers to buy fundamentally the same products at lower cost.

This report shows that fast-developing sectors – particularly online-only retailers and mixed-goods discounters – are catering to consumer demand for value. This inevitably means specialist retailers are at risk of losing share of spending.

This report also considers the opportunities for beauty retailers, such as gifting and male beauty. And we look at issues such as what drive shoppers to choose a particular store, how many different retailers consumers use for beauty shopping, and how retailers can respond to these attitudes and behaviours to encourage greater loyalty.

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