

Inside-Out Beauty - UK - October 2015

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"There is a strong consumer perception of appearance through health; however usage of beauty supplements remains low which may be driven by low knowledge of beauty ingredients, as well as the high cost of products. Targeting the mass market could secure growth for the category, in addition to raising awareness of beauty ingredients."

- Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- This report looks at the following issues:
- Challenging advertising environment
- Formats mimicking food
- The price issue
- Call for greater segmentation

The beauty supplements category has seen a lot of activity in recent years, as well as being a point of focus in the media. Although a level of scepticism associated with beauty supplements exists in the category, with 37% of people agreeing that regular vitamins can be just as effective at improving the appearance of skin, hair and nails, the rise in formats mimicking food may help to make the category appear more 'natural'.

Price remains a barrier to purchase, with 47% of people agreeing that beauty supplements are over-priced, however the launch of mass market brands such as Bella Berry could help to make the category more accessible to a wider range of people.

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The Market – What You Need to Know

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