

## Beauty and Personal Care Retailing - Ireland - February 2015

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“With Irish consumers keen to see more beauty ranges with natural ingredients, brands should look to innovate across beauty and personal care sectors with a focus on botanical extracts as well as newer ingredients such as argan oil to appeal to skin-conscious consumers.”  
– Sophie Dorbie, Research Analyst

### This report looks at the following areas:

- How can beauty and personal care brands appeal to the changing demographics?
- Which brands are Irish consumers opting for – Premium or budget? Does brand preference change depending on the beauty products that consumers buy?
- What opportunities are there for beauty and personal care brands to appeal to Irish consumers?

The beauty and personal care market benefits from the fact that these items are daily essentials. In addition to this, the ‘lipstick effect’, in which consumers opt for more affordable luxuries in time of economic uncertainty, has also boosted market growth.

Looking ahead, challenges exist for the market in terms of the ageing population especially for the colour cosmetics sector. Countering this, opportunities exist for facial skincare brands and their anti-ageing formulas as consumers look to incorporate these products into their regime at an earlier age. Potential also exists for manufacturers to target consumers who will be working later into their lives than previous generations, who will have a vested interest in maintaining their appearance, and who will increasingly have the funds to achieve this.

Elsewhere, the male market should act as an innovation focus for brands. With men taking pride in their appearance and embracing the grooming trend, brands should look to innovate to appeal to these image-conscious consumers using current fashion trends, eg facial hair.

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