The Beauty Consumer - US - March 2016

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"Capitalizing on Beauty Enthusiasts' interest in experimentation, trends, free samples, and online reviews can help generate or boost sales. In-store, online, wearable, and mobile technologies all offer potentially powerful tools to engage, educate, and orient today's beauty consumer."
- Shannon Romanowski, Category Manager - Health, Household, Beauty & Personal Care

This report looks at the following areas:

- Market is growing, but fragmented and highly competitive
- Demographic trends offer mixed results for the market
- Most women show moderate investment in the category

This Report covers a broad range of products within the beauty market. For the purposes of this Report, Mintel has defined the beauty market as follows:

- Haircare
- Facial skincare
- Color cosmetics
- Nail color and care
- Fragrances
- Hair appliances
- Skincare devices

Excluded from this Report are personal care products that are used for regular hygiene and grooming such as:

- Soap, bath, and shower products
- Hand and body care
- Shaving and hair removal products
- Antiperspirant and deodorant
- Oral care

Mintel has also created three beauty consumer segments which are defined as follows:

- Beauty Enthusiast
  – those that spend 20 minutes or more on their daily beauty routine, have intermediate or greater skills at using beauty products, occasionally or frequently experiment with new beauty products/trends, and use a range of brands.
- Occasional Beauty
  – those that spend less than 30 minutes on their daily beauty routine, have basic or intermediate skills at using beauty products, rarely or occasionally experiment with new beauty products/trends, and use a range of brands.
- Basic Beauty
  – those who spend less than 20 minutes on their daily beauty routine, have basic skills at using beauty products, never or rarely experiment with new beauty products/trends, and use primarily value/mass brands.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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