Beauty Retailing - Europe - January 2017

Report Price: £2895.00 | $3570.11 | €3392.94

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Beauty Retailing – Europe, January 2017 provides detailed coverage of the beauty retail sectors in the five major Western European markets: the UK, France, Germany, Italy and Spain. The data in its entirety is contained in the five-country report, which gives a full overview of beauty retailing in these markets. Single country reports are also available for the UK, France, Germany, Italy and Spain.

This report looks at the following areas:

Health and beauty specialists' retail sales, 2012-16, and forecasts, 2017-21 for 27 European countries (The main exception is Russia);
Consumer spending on personal care goods and services for 25 European countries, 2011-15;
Europe's top 20 beauty specialists with revenues, store numbers and market shares.

Our coverage of the five major markets also includes proprietary Mintel consumer research. For our consumer research this year we focused on beauty products (body, hand and footcare; colour cosmetics; facial skincare; and men's and women's fragrances). We asked questions on the following topics:

- **Types of retailers used to buy beauty products**
- **Types of retailers used to buy beauty products: in-store vs online**
- **Attitudes towards shopping for beauty products.**

The results of our consumer surveys can be found in the relevant sections of the individual country reports as well as in Executive Summary - Europe - The Consumer and in the Databook.

Table of Contents

Germany

Acqua & Sapone