

Beauty Retailing - Spain - January 2017

Report Price: £995.00 | \$1227.03 | €1166.14

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“Spain is emerging from its prolonged recession and consumers are recovering their confidence. They are showing signs of trading up and are interested in the environmental credentials of beauty products. Consumer research for this report reveals a trend towards shopping at the specialists and a recovery in interest in innovative beauty products.”

– **Richard Perks, Director of Retail Research**

This report looks at the following areas:

- The growth potential in environmental concerns
- The growth of the specialists

The Spanish beauty market is recovering along with the economy and consumers are showing signs of trading up again.

The specialists – from perfumeries to drugstores – are gaining market share and we expect them to be where the main interest will be over the next few years. There is scope for rationalisation in perfumeries, with Bodybell leading the way, and Clarel looks set to start expanding again in drugstores. The main challenge from foreign retailers looks set to be Kiko Milano of Italy.

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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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