

## Gifting in Beauty and Personal Care - UK - January 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“New product development in BPC gift sets has declined in recent years, with consumers showing a preference for individual products. This may be partly driven by a desire to reduce waste, which extends to packaging. Mintel’s research shows high consumer interest in functional as well as reduced packaging.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

Women remain most likely to receive gifts, however encouraging gifting to men could be used as an entry point for men into the beauty sectors.

- Encouraging gifting to men
- Promoting extra spend

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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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