

Personalisation in Beauty - UK - June 2018

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

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“The concept of personalisation in beauty is far from saturation. With consumers often unsure of their requirements, brands can be a source of inspiration or offer suggestions and assistance via their customisation options. Many demographics remain underserved by personalisation services, as well as those who require more tailored ingredients.”

– Alex Fisher, Senior Beauty Analyst

This report looks at the following areas:

- Limited options for men
- Personalisation with purpose

Consumers unsure of their requirements sometimes have a limited view of what personalisation in beauty can mean. This means technical services are popular, but brands can offer suggestions or spark imagination with their customisation options. The biggest prospects, like men, remain largely unrepresented within customisation services, as well as those with niche lifestyles or sensitivities that require tailored ingredients.

However, ultimately beauty personalisation should allow consumers to express their unique character outside of their demographic group. The market has not reached saturation, as some consumers remain unsure of the benefits offered by personalised products. Better results and convenience of pre-made personalised products can be communicated, but some brands may need to rely on luxury and exclusivity as their point of difference.

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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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Enhanced by technology

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