

Beauty and Personal Care Retailing - France - January 2018

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BEAUTY AND PERSONAL CARE RETAILING EUROPE, JANUARY 2018



“French specialist beauty and personal care retailers are doing well, increasing their share of a sluggish market. Sephora leads by some margin, but Nocibé, now under the Douglas umbrella, is doing well and Kiko Milano is expanding rapidly.”

– **Natalie Macmillan, Senior European Retail Analyst**

This report looks at the following areas:

Spending on personal care goods has declined in each of the last three years in France, and we estimate the value of the market at €20.6 billion in 2017. But beauty specialists as a whole are doing well – the leading nine specialists grew their combined sales by 13% between 2013 and 2016 and generated 74% of sector sales in 2016. Sephora is the market leader, followed by two perfumery brands, the German-owned Nocibé and Marionnaud. Domestic botanicals brand, Yves Rocher is also well-established and Kiko Milano of Italy is expanding fast, with its low priced, trend driven make-up and cosmetics offer. The department stores and grocers have been falling behind, but both are fighting back. Selling beauty and personal care items online can be challenging, but innovations and investment are helping to develop a more integrated shopping experience for shoppers.

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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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Discounting

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Online

Marionnaud

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Retail offering

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Savers

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The Perfume Shop

The Body Shop

What we think

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#kikotrendsetters

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