

## Brand Overview: BPC - UK - January 2019

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

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"The changing nature of wellbeing presents opportunities.

Previously consumer focus was about the impact of products on the body; we are starting to see the mind take equal precedence. The inclusion of probiotics, adaptogens and aromatherapy claims could all help brands tap in to consumer demand for holistic solutions."

**- Richard Hopping, Senior Brand and Household Analyst**

This report looks at the following areas:

- **Functionality drives caring image**
- **Holistic approach may adjust definition of health and wellbeing**
- **Expertise built over many years**
- **Premium traits often guided by high prices**
- **Lush sets the ethical standard in BPC**
- **Consumers believe self-described brands are natural**

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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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## Table of Contents

### Overview

- What you need to know
- Products covered in this Report

### Executive Summary

#### Brand Leaders

##### Needs-based markets provide most used brands

Figure 1: Top brands in the BPC sector, by overall usage, January 2016-November 2018

##### Generation of pride appears influential on brand preference

Figure 2: Top brands in the BPC, by commitment (net of "It's a favourite brand" and "I prefer this brand over others"), January 2016-November 2018

##### Lush stands out to consumers

Figure 3: Top brands in the BPC sector, by differentiation (net of "It's a unique brand" and "It stands out as being somewhat different from other brands", January 2016-November 2018

##### Gillette favoured by women

Figure 4: Top brands in the BPC sector, by satisfaction (net of "Excellent" and "good" reviews), January 2016-November 2018

##### BPC brands are among the leaders across all brands on trust

Figure 5: Top brands in the BPC sector, by agreement with "A brand that I trust", January 2016-November 2018

##### Perception of value not simply based on price

Figure 6: Top brands in the BPC sector, by agreement with "A brand that offers good value", January 2016-November 2018

##### Premium brands not necessarily seen as high quality

Figure 7: Top brands in the BPC sector, by agreement with "A brand that is consistently high quality", January 2016-November 2018

#### BPC Hot Topics

##### Functionality drives caring image

Figure 8: Top brands in the BPC sector, by agreement with "A brand that cares about my health and wellbeing", January 2016-November 2018

##### Holistic approach may adjust definition of health and wellbeing

##### Expertise built over many years

Figure 9: Top brands in the BPC sector, by agreement with "Expert", January 2016-November 2018

##### Premium traits often guided by high prices

Figure 10: Top brands in the BPC sector, by agreement with "Exclusive", January 2016-November 2018

##### Lush sets the ethical standard in BPC

Figure 11: Top brands in the BPC sector, by agreement with "Ethical", January 2016-November 2018

##### Consumers believe self-described brands are natural

Figure 12: Top brands in the BPC sector, by agreement with "Natural", January 2016-November 2018

#### What we think

### Brand Leaders – What You Need to Know

- Needs-based markets provide most used brands
- Generation of pride appears influential on brand preference
- Lush stands out to consumers

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Gillette favoured by women

BPC brands are among the leaders across all brands on trust

Perception of value not simply based on price

Premium brands not necessarily seen as high quality

### Brand Usage

Needs-based markets provide most used brands

Figure 13: Top brands in the BPC sector, by overall usage, January 2016-November 2018

Availability and price influences Boots Pharmaceuticals usage

NIVEA Men becoming a staple for men

Figure 14: Top brands in the BPC sector, by usage in the last 12 months, January 2016-November 2018

Lynx maintains usage base

Figure 15: Top brands in the BPC sector, by the lowest proportion of lapsed users, January 2016-November 2018

Figure 16: Usage of Lynx in the last year, by selected demographics, January 2017

### Brand Preference

Generation of pride appears influential on brand preference

Figure 17: Top brands in the BPC, by commitment (net of "It's a favourite brand" and "I prefer this brand over others"), January 2016-November 2018

Figure 18: Top brands in the BPC sector, by agreement with "A brand that I am proud to be associated with", January 2016-November 2018

Opportunity to align with consumers

Figure 19: Proportion of commitment, by agreement with "A brand that I am proud to be associated with", January 2016-November 2018

### Brand Differentiation

Lush stands out to consumers

Sensodyne pushes point of difference from rest of category

Figure 20: Top brands in the BPC sector, by differentiation (net of "It's a unique brand" and "It stands out as being somewhat different from other brands", January 2016-November 2018

Kat Von D's forthright views influence standout of brand

Figure 21: Kat Von D post celebrating World Vegan Day, November 2018

Brand differentiation in BPC markets potentially becoming harder

### Brand Satisfaction and Recommendation

Gillette favoured by women

Benefit leverages expertise

Premium brands perform more strongly among users

Figure 22: Top brands in the BPC sector, by satisfaction (net of "Excellent" and "good" reviews), January 2016-November 2018

Lush creates enthusiastic reviews

Figure 23: Top brands in the BPC sector, by excellent reviews, January 2016-November 2018

Recommendation built on functionality and immediate results

Figure 24: Top brands in the BPC sector, by likely recommendation, January 2016-November 2018

### Trust Leaders

BPC brands are among the leaders across all brands on trust

NIVEA is a particularly strong brand

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Figure 25: Top brands in the BPC sector, by agreement with "A brand that I trust", January 2016-November 2018

### Value Leaders

Perception of value not simply based on price...

Figure 26: Top brands in the BPC sector, by agreement with "A brand that offers good value", January 2016-November 2018

...although certain brands do benefit from lower-priced products

Consumers considered reliable brands worth paying more for...

...but Benefit represents a more glamorous brand

Figure 27: Top brands in the BPC sector, by agreement with "A brand that is worth paying more for", January 2016-November 2018

### Quality Leaders

Premium brands not necessarily seen as high quality

Figure 28: Top brands in the BPC sector, by agreement with "A brand that is consistently high quality", January 2016-November 2018

The difference between reputation and experience

Figure 29: Overall usage, by agreement with "A brand that is consistently high quality", January 2016-November 2018

### BPC Hot Topics – What You Need to Know

Functionality drives caring image

Holistic approach may adjust definition of health and wellbeing

Expertise built over many years

Premium traits often guided by high prices

Lush sets the standard in BPC

Consumers believe self-described brands are organic

### Health and Wellbeing

Functionality drives caring image

Figure 30: Top brands in the BPC sector, by agreement with "A brand that cares about my health and wellbeing", January 2016-November 2018

Efficacy more about immediacy of results

Figure 31: Top brands in the BPC sector, by agreement with "Effective", January 2016-November 2018

The balance between intentions and results

Figure 32: Agreement with "A brand that cares about my health/wellbeing", by agreement with "Effective", January 2016-November 2018

Chance for brands to take heed from science-backed brands

Holistic approach may adjust definition of health and wellbeing

Figure 33: Index of BPC launches with probiotics, January 2012-November 2018

Figure 34: Share of aromatherapy claims in the BPC sector by sub-category, January 2017-November 2018

Figure 35: UK launches in the BPC sector with use of adaptogens, 2018

Searching for the new hygge

Figure 36: Saint Iris Adriatica product launches with 'the fjaka factor', 2018

### Expertise and Influencers

Expertise built over many years

Potential to engage with real people over influencers

Figure 38: Scarlett London Instagram post for Listerine, August 2018

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L'Oréal and Unilever seek to build trust in influencer network

Glossier utilises group expertise

Figure 39: Glossier Instagram post, 2018

### Premium Brands and Premiumisation

Premium traits often guided by high prices

Figure 40: Top brands in the BPC sector, by agreement with "Exclusive", January 2016-November 2018

Figure 41: The Times story covering Burberry's decision to stop burning stock, September 2018

Lush creates affordable indulgence

Figure 42: Lush Goddess Bath Bomb, November 2018

Figure 43: Top brands in the BPC sector, by agreement with "Indulgent", January 2016-November 2018

Fenty Beauty promotes image of glamour despite recent entry

Figure 44: Top brands in the BPC sector, by agreement with "Glamorous", January 2016-November 2018

### Ethical Brands

Brands can tap into consumer wishes to live more ethically

Lush sets the ethical standard in BPC

Figure 45: Lush launches naked lipstick refills, December 2018

Figure 46: Top brands in the BPC sector, by agreement with "Ethical", January 2016-November 2018

Reduce, reuse, recycle: the fight against plastic continues

Figure 47: Examples of refill/refillable launches in the BPC sector, 2018

Figure 48: L'Occitane partners with Terracycle to recycle empty packaging, August 2018

Zero-waste trend to push standards even higher

Global animal cruelty still drives activity

Figure 49: Cruelty Free International announces pilot scheme for Leaping Bunny brands to enter China, 2018

CoverGirl pulls back from China to reassert ethical profile

Figure 50: CoverGirl announces its Leaping Bunny certification, November 2018

### Natural Brands

Consumers believe self-described brands are natural

Figure 51: Top brands in the BPC sector, by agreement with "Natural", January 2016-November 2018

Natural ingredients

Figure 52: My Clarins clean beauty brand, December 2018

Clean labels to make ingredient information clearer

Concern over preservatives may create scope for waterless products

Figure 53: Examples of waterless formulation launches in the BPC sector, 2018

Naturalness as a route to ethicality

Figure 54: Agreement with "Natural", by agreement with "Ethical", January 2016-November 2018

### A Focus on the Future – What You Need to Know

Mainstream stores create most usage

French eco-conscious store provides inspiration

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Feelunique taps into indie appeal  
 L'Oréal buys its tech future  
 Drone technology  
 Chanel 3D prints mascara brushes

### The Retail Environment

Mainstream stores create most usage  
 Figure 55: Type of retailer used to buy beauty/personal care products in-store or online in the last 12 months, November 2018  
 Figure 56: Primark's cruelty-free beauty products, July 2018

Superdrug attempts to encourage people through offering new services  
 French eco-conscious store provides inspiration  
 Figure 57: Atelier Maoli Instagram post, November 2018

Ethical initiatives from retailers  
 Feelunique taps into indie appeal  
 Figure 58: Spark Beauty by Feelunique, July 2018

The Fragrance Shop becomes another brand to use try before buy

### Technology in BPC

L'Oréal buys its tech future  
 Drone technology  
 Figure 59: Elemis overnight cream featuring Drone Peptide technology, March 2018

Technology to aid personalisation  
 Chanel 3D prints mascara brushes  
 Figure 60: Chanel Le Volume Révolution de Chanel, September 2018

Home help

### Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

### Appendix – Brands Covered

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