

Beauty Online - UK - November 2019

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This report looks at the following areas:

Retailers therefore now need to restore their price integrity and give consumers other reasons to buy beauty and grooming products online.

- Retailers need to offset intense price competition in the online beauty market
- Interest in sustainability will impact the online beauty market
- Tapping into research as an integral part of the online purchase journey



“The online beauty market has benefitted from a desire amongst consumers to experiment with new brands and products. However, competition is intense and the prolific discounting is expected to subdue market growth in future as consumers now expect to buy beauty and grooming products at a discounted rate when shopping online.”

– **Samantha Dover, Senior Beauty and Personal Care**

Analyst

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- The facts
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