

Brand Overview: BPC - UK - January 2020

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“Contemporary consumers are sensitive to the idea of glamour, exclusivity and indulgence, suggesting that BPC products that balance functionality with intangible perceptions of luxury have the potential to resonate widely among consumers. However, ethics have also come into play, and consumers are putting the BPC industry under scrutiny.”

– Emilia Tognacchini, Junior Research Analyst

This report looks at the following areas:

Increasingly, consumers are appreciating those brands that embrace positive values and that are committed towards the natural world as well as the people who live in it.

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Table of Contents

Overview

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

Executive Summary

Brand Leaders

Daily needs and availability define top brands

Figure 1: Top brands in the BPC sector, by overall usage, November 2017-July 2019

Pride and preference travel in parallel

Figure 2: Top brands in the BPC sector, by commitment (net of "It's a favourite brand" and "I prefer this brand over others"), November 2017-July 2019

Premium brands are perceived as unique

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"), November 2017-July 2019

Functionality drives consumers' satisfaction

Figure 4: Top brands in the BPC sector, by satisfaction (net of "Excellent" and "Good" reviews), November 2017-July 2019

Accessibility can influence trust

Figure 5: Top brands in the BPC sector, by agreement with "A brand that I trust", November 2017-July 2019

Perceptions around economic value can differ

Figure 6: Top brands in the BPC category, by agreement with "A brand that offers good value", November 2017-July 2019

Brands are handed down from one generation to another

Figure 7: Top brands in the BPC sector, by agreement with "A brand that is consistently high quality", November 2017-July 2019

BPC Hot Topics

Perceptions of health and wellbeing are defined by functionality

Figure 8: Top brands in the BPC sector, by agreement with "A brand that cares about my health and wellbeing", November 2017-July 2019

Time makes brands experts

Figure 9: Top brands in the BPC sector, by agreement with "Expert", November 2017-July 2019

Exclusivity extends across businesses

Figure 10: Top brands in the BPC sector, by agreement with "Exclusive", November 2017-July 2019

Simple leads the way on ethicality

Figure 11: Top brands in the BPC sector, by agreement with "Ethical", November 2017-July 2019

Brands recall ideas of naturalness in their names

Figure 12: Top brands in the BPC sector, by agreement with "Natural", November 2017-July 2019

What we think

Brand Leaders – What You Need to Know

- Daily needs and availability define top brands
- Pride and preference travel in parallel
- Bio-Oil stands out for targeting particular skincare needs
- NIVEA brands have consistently high recommendation

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Accessibility can influence trust
 Perceptions around economic value can differ
 Brands are handed down from one generation to another

Brand Usage

Daily needs and availability define top brands
 Figure 13: Top brands in the BPC sector, by overall usage, November 2017-July 2019

Skincare means protection
 Figure 14: Unilever, Simple Protect 'n' Glow Radiance Booster SPF 30, December 2019
 Figure 15: Top brands used in the BPC sector, by usage in the last 12 months, November 2017-July 2019

Men show loyalty to men's BPC brands
 Quality and promotion play important roles
 Figure 16: Top brands in the BPC sector, by the lowest proportions of lapsed users, November 2017-July 2019

Brand Preference

Pride and preference travel in parallel
 Figure 17: Top brands in the BPC sector, by commitment (net of "It's a favourite brand" and "I prefer this brand over others"), November 2017-July 2019

Brands can benefit from environmentally friendly initiatives
 Figure 18: Top brands in the BPC sector, by agreement with "A brand that I am proud to be associated with", November 2017-July 2019
 Figure 19: Dove UK & Ireland tweet, October 2019
 Figure 20: Colgate Bamboo Charcoal Soft Toothbrush, Colgate-Palmolive, December 2019

Brand Differentiation

Premium brands are perceived as unique
 Figure 21: 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"), November 2017-July 2019

Bio-Oil stands out for targeting particular skincare needs
 Figure 22: Bio-oil Dry Skin Gel, Union Swiss, 2019

Brand Satisfaction and Recommendation

Functionality drives consumers' satisfaction
 Figure 23: Top brands in the BPC sector, by satisfaction (net of "Excellent" and "Good" reviews), November 2017-July 2019

Luxury brands inspire excellent reviews
 Figure 24: Top brands in the BPC sector, by excellent reviews, November 2017-July 2019

NIVEA brands have consistently high recommendation
 Figure 25: Top brands in the BPC sector, by likely recommendation, November 2017-July 2019
 Figure 26: Examples of new launches from Beiersdorf's NIVEA brand, 2019

Trust Leaders

Accessibility can influence trust
 Figure 27: Top brands in the BPC sector, by agreement with "A brand that I trust", November 2017-July 2019

Regular shaving requires trustworthy razors

Value Leaders

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Perceptions around economic value can differ

Figure 28: Top brands in the BPC category, by agreement with "A brand that offers good value", November 2017-July 2019

Simple and Dove offer good value and positive ideas

Different factors play a role for brands that are worth paying more for

Figure 29: Top brands in the BPC sector, by agreement with "A brand that is worth paying more for", November 2017-July 2019

Quality Leaders

Brands are handed down from one generation to another

Figure 30: Top brands in the BPC sector, by agreement with "A brand that is consistently high quality", November 2017-July 2019

BPC Hot Topics – What You Need to Know

Perceptions of health and wellbeing are defined by functionality

Time makes brands experts

Exclusivity extends across businesses

BPC is the most scrutinised industry

Brands recall ideas of naturalness in their names

Health and Wellbeing

Perceptions of health and wellbeing are defined by functionality

Figure 31: Top brands in the BPC sector, by agreement with "A brand that cares about my health and wellbeing", November 2017-July 2019

For women efficacy is key

Figure 32: Top brands in the BPC section, by agreement with "Effective", November 2017-July 2019

Expertise and Scientific Certifications

Time makes brands experts

Figure 33: Top brands in the BPC sector, by agreement with "Expert", November 2017-July 2019

Science backing boosts expertise

Figure 34: Examples of Sensodyne and Johnson's Baby launches, 2019

Lab-inspired packaging gives a touch of expertise

Figure 35: Aesop Departure and Arrival sets, 2019

Premium Brands and Premiumisation

Exclusivity extends across businesses

Figure 36: Top brands in the BPC sector, by agreement with "Exclusive", November 2017-July 2019

Baylis & Harding offers affordable luxury

Figure 37: Top brands in the BPC sector, by agreement with "Indulgent", November 2017-July 2019

Lancôme knows how to offer indulgence and glamour to women of all ages

Figure 38: Top brands in the BPC sector, by agreement with "Glamorous", November 2017-July 2019

Figure 39: The Lancôme x Chiara Ferragni collection for Summer 2019, Lancôme, 2019

Ethical Brands

BPC is the most scrutinised industry

Figure 40: Top brands in the BPC sector, by agreement with "Ethical", November 2017-July 2019

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Beyond the environment and animals, there are people

Simple leads the way on ethicality

Figure 41: Simple Little Mix Biodegradable Cleansing Wipes (Unilever), 2019

Eco-friendly packaging solutions become popular

Refillable options are on the increase

Figure 42: Percentage of launches in the BPC sector carrying the refill/refillable claim, December 2016-November 2019

Figure 43: Examples of refill/refillable launches in the BPC sector, 2019

Natural Brands

Brands recall ideas of naturalness in their names

Figure 44: Top brands in the BPC sector, by agreement with "Natural", November 2017-July 2019

Consumers look for 'clean' beauty and grooming routines

Figure 45: Percentage of launches in the BPC sector carrying the free from* and/or natural** claims, December 2016-November 2019

The power of natural ingredients

Figure 46: Share of botanical claims in the BPC sector, by sub-category, January 2018-November 2019

The BPC Retail Environment – What You Need to Know

Before buying, beauty consumers research online

BPC online shopping is a real competitor

When buying premium brands, the location matters

Excess packaging can represent a limit when shopping online

Online Research and Reviews

Before buying, beauty consumers research online

Figure 47: Sources of research when buying beauty/grooming products online, August 2019

Consumers' trust and BPC online shopping

Figure 48: Attitudes towards shopping online for beauty/grooming products, August 2019

The BPC Shopping Landscape

BPC online shopping is a real competitor

Online retailers target different age groups with diverse BPC desires

Figure 49: Beauty Bay advertising, December 2019

Expertise to filter the best

Personalising BPC online shopping

BPC concept stores offer more than products

Figure 50: The Body Shop concept store, September 2019

Figure 51: Deciem Avestan Eau de Parfum, December 2019

Online buyers too look for tangible experiences

Figure 52: Online beauty/grooming shopping behaviours, August 2019

Buying Premium Brands Online

When buying premium brands, the location matters

Premium BPC online shopping

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Figure 53: Escentual Christmas advertising, December 2019

Collaborations between retailers can improve customer loyalty

Buying Ethical Brands Online

Ethical BPC consumers have places to shop online too

Figure 54: SUSTbeauty post, October 2019

Figure 55: LoveLula Beauty Box, July 2019

Excess packaging can represent a limit when shopping online

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Appendix – Brands Covered

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