

Beauty and Personal Care Retailing - France - January 2020

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“French beauty and personal care specialists are operating in a tough environment – demand is weak and competition is growing from online. Retailers are investing in in-store tech and innovations that blend with the digital world, increasing their omnichannel integration.”

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

This report looks at the following areas:

- **Making the store an exciting place**
- **The importance of ethical and clean beauty for retailers**

Services that have the human touch are also helping to make the store an appealing way to shop for beauty. Sephora is the market leader, twice as big as its nearest rival, and is particularly advanced in these respects. Environmental and ethical issues are growing in importance and our research shows that this is an area where retailers need to be responding. In future, the clean beauty category looks ripe for success and retailers need to be part of this.

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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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