

Beauty Online - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 and the rising cost of living on how consumers shop for beauty and grooming products
- Innovation in the online beauty/grooming market
- Why consumers choose to shop online for beauty/grooming products
- How beauty/grooming brands and retailers can boost engagement with subscriptions services
- How consumers perceive select beauty/grooming shopping tools and technologies

In the 12 months to August 2022, 61% of adults had purchased beauty/grooming products online, the same as the 12 months to June 2020. This indicates that despite the reopening of physical stores, online BPC spend activity remained strong, suggesting that pandemic behaviours will persist.

Rising inflation will see many beauty/grooming shoppers shop more frequently online due to perceptions around getting a better price, which was the case in the previous economic recession. There is an opportunity for online brands or retailers to emphasise online price comparison functionalities to drive spend.

Low uptake of tools such as virtual consultations or product try-ons presents a threat to the online BPC market. Despite significant investment in these tools, limited perceptions point to a lack of usage. However, retailers can boost familiarity with these tools by bringing these technologies into the store.

An opportunity for online BPC retailers and brands, particularly amid the current economic client, is around driving loyalty. As major retailers invest in price, online-only specialists can compete with innovation in loyalty schemes, providing member benefits such as free samples and exclusive perks.



"Despite a decline in sales, the value of the online BPC market is not set to return to pre-pandemic levels in 2022. As many consumers cut back on spend amidst the rising cost of living, there is an opportunity for brands and retailers to emphasise the price comparison abilities of the channel."

– **Maddie Malone, Beauty and Personal Care Analyst, October 2022**

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Table of Contents

OVERVIEW

- Key issues covered in this Report
- Products covered in this Report

EXECUTIVE SUMMARY

- **The five-year outlook for beauty online**
Figure 1: Category outlook for online BPC, 2022-27
- **The market**
- **Inflationary pressures reduce post-pandemic value dip**
Figure 2: Market size for online BPC, 2012-27
- **Haircare drives online spending**
Figure 3: Market segmentation for online BPC, 2022
- **Companies and brands**
- **Retailers invest in online marketplaces**
- **The consumer**
- **Create synergies between the store and online**
Figure 4: Purchase of beauty/grooming products, by channel, 2022
- **Everyday items drive online spending**
Figure 5: Purchase of beauty/grooming products, by channel and category, 2022
- **Foster loyalty with delivery memberships**
Figure 6: Factors to drive online beauty/grooming purchases, 2022
- **Revamp the subscription offer to drive interest**
Figure 7: Factors to drive usage of beauty/grooming subscription services, 2022
- **Maximise on the discount code opportunity**
Figure 8: Online beauty/grooming purchase behaviours, 2022
- **Create an all-in-one beauty tool solution**
Figure 9: Perceptions of online beauty/grooming tools, 2022

ISSUES AND INSIGHTS

- Cater for those feeling an economic pinch
- Create holistic solutions to cater for all
- Drive hype, experimentation and exclusivity online

MARKET SIZE AND PERFORMANCE

- **Beauty online habits persist**
Figure 10: Market size for online BPC, 2017-27

What's included

Executive Summary

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MARKET FORECAST

- **Beauty online value to dip in 2022**
Figure 11: Category outlook for online BPC, 2022-27
- **Financial pressures will delay post-pandemic value correction**
Figure 12: Market forecast for online BPC, 2022-27
Figure 13: Market size for online BPC, 2017-27
- **Learnings from the last income squeeze**
- **Forecast methodology**

MARKET SEGMENTATION

- **Methodology details**
- **Haircare drives online BPC spending**
Figure 14: Estimated market segmentation for online BPC, 2022
- **Improve product descriptions in facial skincare**
- **Colour cosmetics brands can maximise on online tools**
- **Loyalty drives fragrance sales**

CHANNELS TO MARKET

- **Department stores can learn from on-trend brands and retailers**
Figure 15: Estimated retail share of online consumer expenditure on BPC, 2020-22
- **Personalise the online shopping experience**
- **Grocers can benefit from exclusives and private label innovation**

MARKET DRIVERS

- **Consumers' financial wellbeing has fallen from the highs of 2021...**
Figure 16: Household financial wellbeing index, 2016-22
- **...and most people are feeling the effects of price rises**
- **Internet use becomes increasingly commonplace**
Figure 17: Internet usage in the last three months yearly percentage change, 2006-20
- **The metaverse battles with low awareness**
Figure 18: Awareness of the metaverse, 2022
- **Align product positioning with social media trends**
Figure 19: Engagement with beauty/grooming content on social media, 2022
- **Lower prices boost appeal in DTC**
Figure 20: Factors which would encourage more D2C purchasing, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Shoppers reuse and recycle, but don't reduce**
Figure 21: Frequency of practising sustainable habits, 2021
- **Facilitate research agendas in facial skincare**
Figure 22: Reasons for researching ingredients in facial skincare products, 2021
- **Ensure ranges cater for all**
Figure 23: Beauty/grooming retail drivers, 2021
- **Drive spend via social media**
Figure 24: Social media spend, by category, 2022
- **Cater for savvy shopping behaviours**
Figure 25: Aspirations in beauty/grooming over the next 12 months, 2022

LAUNCH ACTIVITY AND INNOVATION

- **Retailers flag trending products**
- **Taping into 'phygital' opportunities**
Figure 26: Examples of integrating beauty tech in-store, 2022
- **Leading with accessibility features**
- **Online brands go offline**
Figure 27: Example of a BPC pop-up store, 2022
- **Combat sampling challenges online**
Figure 28: Example of combatting sampling challenges in online BPC, 2022
- **Spotlight skincare education**
- **The delivery race continues**
Figure 29: Examples of quick delivery services from BPC retailers, 2022
- **TikTok shop launches**
- **Metaverse mirrors physical trends**
Figure 30: Clinique Metaverse Like Us campaign, 2022
Figure 31: Dove Real Virtual Beauty campaign, 2022
- **Fashion brands expand into online BPC**
- **Third-party platforms offer transparency**
Figure 32: Example of a BPC comparison specialist recommending budget-friendly alternatives to premium products, 2022

CHANNELS USED TO PURCHASE BPC PRODUCTS

- **Create synergies between the store and online**
Figure 33: Purchase of beauty/grooming products, by channel, 2022
- **Everyday items drive online purchase activity**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 34: Purchase of beauty/grooming products, by channel and category, 2022

- **Maximise on loyalty with online subscriptions**
- **Price comparison abilities boost beauty electricals online**
- **Drive larger baskets spend online**

Figure 35: Repertoire analysis of beauty/grooming products purchased, by channel, 2022

PURCHASE DRIVERS IN ONLINE BPC

- **Foster loyalty with delivery memberships**
- **Leverage data to drive targeted sampling**
- **Expand into new return drop-off locations**
- **Send automated return reminders**
- **Offset product waste with second-hand selling**
- **Offer varying means to reach customer service**
- **Stand out with eco-friendly delivery options**
- **Appeal to younger shoppers through convenience**

Figure 36: Factors to drive online beauty/grooming purchases, 2022

- **Focus on price and convenience will broaden appeal**

Figure 37: Select factors to drive online beauty/grooming purchases, by age, 2022

Figure 38: TURF Analysis – Factors to drive online beauty/grooming purchases, August 2022

Figure 39: Table – TURF Analysis – Beauty online – Factors to drive online for beauty/grooming purchases, August 2022

INTEREST IN BPC SUBSCRIPTIONS

- **Revamp the subscription offer to drive interest**
- **Drive hype by incorporating sold-out products**
- **Offer exclusivity with member rewards**
- **Seek inspiration from personalised subscriptions**
- **Drive trade-up with a tiered structure**
- **Offer young males a say in NPD**

Figure 40: Factors to drive usage of beauty/grooming subscription services, 2022

Figure 41: Select factors to drive usage of beauty/grooming subscription services, by age and gender, 2022

PURCHASE BEHAVIOURS IN ONLINE BPC

- **Maximise on discount code popularity**

Figure 42: Online beauty/grooming purchase behaviours, 2022

- **Drive impulse spending online**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Reduce eroded value by discount events**
- **Link to safety videos around sharing data online**
Figure 43: Select online beauty/grooming purchase behaviours, by age, 2022
- **Women demonstrate greater pre-spend cautiousness**
Figure 44: Select online beauty/grooming purchase behaviours, by gender, 2022

PERCEPTIONS OF ONLINE BPC TOOLS

- **Make tutorials easy to access**
Figure 45: Perceptions of online beauty/grooming tools, 2022
- **Host education sessions for virtual try-ons in-store**
Figure 46: Perceptions of virtual try-on tools, by age, 2022
- **Facilitate group digital consultations**
- **Make product discovery quizzes more purposeful**
- **Create an all-in-one solution**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

APPENDIX: FORECAST METHODOLOGY

- **Market forecast and prediction intervals**
Figure 47: Retail value sales of beauty online, 2022-27
- **Market drivers and assumptions**
- **Forecast methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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