

# Beauty and Personal Care Retailing - France - 2022

Report Price: £1095 | \$1495 | €1295

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- The likely impact of the impending cost of living crisis on the beauty and personal care retailing sector
- How people shop for beauty and personal care products and which retailers they use
- The winners and losers in the beauty and personal care retailing sector since the start of the COVID-19 outbreak
- How behaviours of beauty and personal care shoppers have changed compared to before the pandemic
- The growth of the online channel within the beauty and personal care category and specifically the gains made by this channel since the pandemic began.

We're seeing an ongoing decline in the number of people shopping in-store for beauty and personal care products; 85% in 2021, compared to 90% in 2020 and 94% in 2019 according to our consumer research. This drop in traffic will be of major concern for retailers in this sector and an important determinant of future success will be how they act to bring customers back in-store.

Prices of beauty and personal care items are already creeping up, and it's likely that many cash-strapped consumers will trade down and buy less, while the more comfortable will look for value in other ways, such as convenience and price/quality ratio.

Younger people are an important demographic for beauty specialists, with 30% of 16-24 year-olds purchasing make-up in the last year and 44% facial skincare. But they have the lowest engagement of the age groups in the important categories of fragrance, body skincare and haircare. It's an area of concern too that many young people are telling us that they are using less make-up and focusing more on skincare. Retailers need to understand the reasons for this and adapt their ranges, marketing and communications accordingly.



"The more discretionary end of BPC spending will see a stronger impact from the increases in the cost of living, but retailers need to go beyond the blunt instrument of price in their reaction to this. Consumer attitudes and behaviours are changing and they are looking for products and ways of shopping that appeal to their individual needs and concerns."

– Natalie Macmillan, Senior European Retail Analyst

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

## Beauty and Personal Care Retailing - France - 2022

Report Price: £1095 | \$1495 | €1295

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

We found considerable interest in measures and innovations related to sustainability, highlighting opportunities for retailers to demonstrate their commitments in this area. Recycling, reducing packaging and products tagged as natural, organic, vegan or carbon-neutral are all areas of interest for consumers, but retailers need to be honest and transparent in their communications in order to avoid accusations of greenwashing.

**MINTEL**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- **Key issues covered in this Report**
- **COVID-19: market context**
- **The five year outlook for BPC retailing**  
Figure 1: France: outlook for BPC retailing, 2022-26
- **Areas covered in this Report**

### EXECUTIVE SUMMARY

- **The market**
- **Market size and forecast**  
Figure 2: France: consumer spending on beauty and personal care goods (including VAT), 2016-21
- **Market drivers**  
Figure 3: France: consumer price inflation (HICP \*) on personal care products and services, annual % change, 2020-21
- **Women are using less make-up**  
Figure 4: France: behaviours around makeup in the last 6 months, 2021
- **Retail sector size and forecast**  
Figure 5: France: health & beauty specialists' sales (excluding VAT), 2016-21
- **Channels to market**
- **The consumer**
- **Beauty and personal care products purchased**  
Figure 6: France: products purchased in the last year, 2020-21  
Figure 7: France: BPC products purchased in the last year, by age group, 2021
- **Online and in-store shopping for BPC products**  
Figure 8: France: in-store and online buyers of beauty and personal care products, 2021
- **Where BPC products are purchased**  
Figure 9: France: where they purchased beauty and personal care items in the last 12 months, 2019-21
- **Attitudes to innovations in BPC**  
Figure 10: France: interest in innovations when shopping for beauty/personal care, 2021  
Figure 11: France: interest in innovations when shopping for beauty/personal care, 2021
- **Companies and brands**
- **Leading players**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 12: France: leading beauty specialists: shares of all beauty specialists' sales, 2020

- **Online sales have dropped back, but are still strong**

ISSUES AND INSIGHTS

- **How will the rising cost of living impact BPC retailing in France?**
- **Inflation is going up, but the government is limiting its effects**
- **Price rises will affect manufacturers and retailers of BPC, which must be passed on to shoppers**
- **Some consumers will be hit harder than others**
- **Perceptions of value can vary in BPC**
- **Retailers must keep communicating with their customers**
- **How the digital arena is driving the new beauty shopping experience**

THE MARKET

- **Market size and performance**  
Figure 13: France: consumer spending on beauty and personal care (including VAT), 2016-21
- **Retail sector size and forecast**  
Figure 14: France: health & beauty specialists' sales (excluding VAT), 2016-23
- **Channels to market**

MARKET DRIVERS

- **The economy is strengthening**  
Figure 15: France: key economic projections, % annual change, 2019-23
- **Domestic demand is a key growth driver**
- **The jobs market has been more resilient than expected**
- **Inflation**  
Figure 16: France: consumer prices \* of personal care items, annual % change, 2017-21  
Figure 17: France: consumer price inflation (HICP \*) on personal care products and services, annual % change, 2020-21
- **Consumers are feeling more optimistic**  
Figure 18: France: trends in levels of consumer confidence\*, 2020-21
- **More confidence about shopping in-store**  
Figure 19: France: changes in spending habits since the start of the outbreak, 2020-22

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 20: France: changes to spending habits as a result of the COVID-19 pandemic, 2021

- **An ageing population**

Figure 21: France: population age structure, 2010-22

- **Women are using less make-up**

Figure 22: France: behaviours around makeup in the last 6 months, 2021

Figure 23: France: behaviours around makeup in the last 6 months, 2021

## THE CONSUMER

- **Beauty and personal care products purchased**

- **Purchasing levels have dropped**

Figure 24: France: products purchased in the last year, 2020-21

- **Women buy most**

Figure 25: France: products purchased in the last year, 2021

- **Younger people are buying less**

Figure 26: France: BPC products purchased in the last year, by age group, 2021

- **Online and in-store shopping for BPC products**

- **Growth in online has slowed after the spike in 2020**

- **Shopping online is up eight percentage points in two years**

Figure 27: France: online buyers of beauty and personal care products, 2021

- **But in-store shopping is down 11 percentage points**

Figure 28: France: online buyers of beauty and personal care products, 2021

- **Smartphone usage is up as desktops/laptops decline**

Figure 29: France: in-store and online buyers of beauty and personal care products, 2021

- **Where beauty and personal care products are purchased**

- **Buying BPC as part of a grocery shop is the most popular place to shop**

Figure 30: France: where they purchased beauty and personal care items in the last 12 months, 2021

- **Yves Rocher remains the most-used specialist**

Figure 31: France: where they purchased beauty and personal care items in the last 12 months, 2021

Figure 32: France: where they purchased beauty and personal care items in the last 12 months, 2021

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 33: France: where they purchased beauty and personal care items in the last 12 months, by gender, 2021

Figure 34: France: demographics of shoppers at selected retailers of BPC products, 2021

- **Attitudes to innovations in BPC**

Figure 35: France: interest in innovations when shopping for beauty/personal care, 2021

- **Sustainability at the fore**

Figure 36: France: interest in innovations when shopping for beauty/personal care, 2021

- **Virtual services can appeal to young consumers**

Figure 37: France: interest in innovations when shopping for beauty/personal care, 2021

- **In-store services could help reinvent the in-store experience**

Figure 38: France: interest in innovations when shopping for beauty/personal care, 2021

- **Interest in innovations by retailer shopped**

Figure 39: France: interest in innovations when shopping for beauty/personal care by retailer used, 2021

## COMPANIES AND BRANDS

- **An overview of the key players**
- **Retailers are addressing sustainability concerns**
- **More choice of order collection and delivery options**
- **Sephora launches social shopping**
- **Ones to watch**

Figure 40: France: leading beauty specialists, sales, 2016-20

Figure 41: France: leading beauty specialists, outlets, 2016-20

## MARKET SHARES

Figure 42: France: leading beauty specialists: shares of all beauty specialists' sales, 2016-20

## ONLINE

- **Online activity**
- **Online BPC sales**

Figure 43: France: in-store and online buyers of beauty and personal care products, 2021

- **Leading online players**

Figure 44: France: search interest on Google, selected BPC retailers, 12 months, 2021-22

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Abbreviations**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Data sources**

### What's included

Executive Summary

---

Full Report PDF

---

Infographic Overview

---

Powerpoint Presentation

---

Interactive Databook

---

Previous editions

---

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

---

EMEA +44 (0) 20 7606 4533

---

Brazil 0800 095 9094

---

Americas +1 (312) 943 5250

---

China +86 (21) 6032 7300

---

APAC +61 (0) 2 8284 8100

---



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.