

The Prestige Beauty Consumer - UK - 2022

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This report looks at the following areas:

- Impact of inflation on prestige beauty
- Launch activity and innovation in prestige beauty
- Advertising and marketing activity in prestige beauty
- Usage and purchase of prestige beauty products
- Interest in prestige beauty product innovation
- Attitudes towards prestige beauty products

In BPC, 84% of buyers expect premium/luxury brands to provide proof that products do what they claim. This indicates that proving claims can help brands to stand out and that simply making claims is not enough to instil purchase confidence for shoppers, particularly amid rising concerns around inflation.

Inflation will accelerate savvy shopping habits, which are already common within the prestige BPC market. Shoppers may trade down to lower-priced brands when faced with an income squeeze, but prestige brands can work to reduce this risk by proving the effectiveness of products compared with value alternatives.

A threat to prestige and luxury beauty brands is that quality perceptions are not a given. Mass-market brands are working hard to draw comparisons with prestige ranges and eroding perceptions around the quality of prestige BPC. This could accelerate trade-down behaviours, particularly amid a challenging economic environment.

Leading with experience presents an opportunity for brands within prestige BPC. There is room for brands to invest in experience-led pop-up stores which place a focus on product sampling, professional advice and providing added extras that offer value in ways aside from price.

There is opportunity for prestige brands to instil purchase confidence through proving claims and offering a money back guarantee if products don't meet



“A combination of post COVID-19 recovery and rising prices due to inflation will boost the prestige BPC segment in 2022. However, a challenging economic environment will see consumers seeking out discounted products, or adopting trade-down behaviours.”

– Maddie Malone, Beauty and Personal Care Analyst

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expectations. Leading with experience will also enable prestige brands to provide a point of differentiation from budget-friendly alternatives, as well as offer value in ways aside from price.



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