

# Beauty and Grooming Devices, Tools and Accessories - UK - 2023

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## This report looks at the following areas:

- How usage of Beauty and Grooming Devices, Tools and Accessories varies by electrical vs. non-electrical
- The impact of the rising cost of living in how consumers shop for Beauty and Grooming Devices, Tools and Accessories
- Innovation in the Beauty and Grooming Devices, Tools and Accessories market
- Purchase motivations in Beauty and Grooming Devices, Tools and Accessories
- How consumers perceive Beauty and Grooming Devices, Tools and Accessories.

Within beauty and grooming devices, tools and accessories, 78% of buyers of electrical/non-electrical products look for ones that are easy to hold. There has been innovation in this space aimed at those who have particular disabilities, but this indicates that there is wider appetite for this kind of innovation, highlighting that this is a more general issue in the category.

The cost of living crisis and rising energy bills could pose challenges for the electrical device space, whilst non-electricals could benefit. There is therefore an opportunity for innovation in less expensive dupe products amid economic challenges, as well as to highlight the energy-efficient properties of existing electrical devices.

A lack of engagement with beauty and grooming devices, tools and accessories, for example amongst men or the over-55s in terms of usage, poses a threat to the category. Brands and retailers can combat this by challenging stigmas and creating products specifically aimed at these demographics.

Tech-led innovation within the beauty and grooming devices, tools and accessories space which offer personalised solutions creates an opportunity



“The value of the beauty and grooming devices, tools and accessories category continued to grow in 2022, supported by a continued preference for products that enhance efficacy in BPC.”  
– Maddie Malone, Senior Beauty and Personal Care Analyst

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for the category. Personalised products are a priority within BPC, signalling an opportunity for innovation in tools that enable users to track the results of product usage, and receive customised advice and/or benefits.

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