

Managing Skin Conditions - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Those with skin conditions are becoming more self-sufficient; diagnosing their own ailments and looking for organic solutions. This creates opportunities for the non-prescription market to develop more natural products, or extend into segments previously off-limits due to skin sensitivity. Retailers can building trust with these shoppers through in-store expertise and a more tailored service.”

– **Alex Fisher, Senior Beauty Analyst**

This report looks at the following areas:

- **The pros and cons of self-diagnosis**
- **A call for more natural solutions**
- **The role of in-store specialists**

The uncertain future of the NHS (National Health Service) has caused consumers to take treatment of skin conditions into their own hands. Younger generations are self-diagnosing their ailments, and many look for solutions that fit their increasingly organic idea of wellness.

This creates opportunities for the non-prescription market to incorporate more gentle and natural ingredients, and develop in segments previously off-limits because of skin sensitivity. Retailers hold the key to building trust by ensuring staff have the appropriate knowledge, as well as offering a more tailored service in-store and online.

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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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