Women's Facial Skincare - UK - July 2019

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“The market’s previous trajectory for growth has been short-lived, and the market is expected to decline to an estimated £1.16 billion in 2019. The move away from K-Beauty-inspired routines has been driven by women’s evolving interest in radiance and glow.”

– Alex Fisher, Associate Director BPC

This report looks at the following areas:

- Serums and oils are the formats chosen to create this look, while other products have been dropped from the routine in favour of lifestyle changes.
- Wipes are on the naughty list
- Deconstructed skincare
- Glow minimises care routine

DID YOU KNOW? This report is part of a series of reports, produced to provide you with a more holistic view of this market

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