

Beauty Retailing - UK - January 2011

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What is this report about?

Beauty retailing is an innovative and dynamic market. But its structure is very different to a number of large non-food categories such as clothing, electricals and DIY where specialist retailers dominate. In beauty retailing non-specialists play a particularly important role too.

What have we found out?

- A third of all adults did not change their shopping habits for beauty products in 2010, but a picture emerges of a more cautious and less loyal shopper - one in four spent less in this category last year, one in five shopped around more to compare prices and fewer shoppers stuck to trusted retailers than they had the year before.
- The family shopper was still constrained but some in the pre/no family demographic increased their spending and treating which chimes with the recovery in sales at the higher end of the market.
- In seeking out greater value, more consumers opted for deals and special offers (around 7 million have bought a lot more special offers) than own brands or trading down to cheaper stores.
- Boots is the most popular retailer of beauty products in the UK, according to our research it has gained more than 2 million net new customers in the last year and its Advantage loyalty card is a key sales driver.
- Nevertheless a third of all adults are still prepared to pay extra for good quality fragrances more than those for skincare (23%) or cosmetics (21%).
- One in five adults shop from different retailers depending on which type of beauty/grooming products they are looking for, there must be an opportunity here for retailers to incentivise customers to shop in the one place.

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