

Facial Skincare - UK - June 2011

Report Price: £1500 / \$2310 / €1793



What is this report about?

The UK women's facial skincare market is in rude health and is expected to generate annual sales of £964 million in 2011, up almost 4% year-on-year. The category's penetration is relatively high, with close to nine in ten women (86%) using face creams and lotions. The category will likely be invigorated further with the long-awaited arrival of BB Creams (or beauty balm creams), in the coming months. The hybrid treatment-and-colour products could recruit new users to skincare, who will likely be attracted to their multi-functional positioning.

What have we found out?

- The facial skincare category remains a vital weapon in women's appearance improvement and maintenance armoury. Only a very tiny minority of women (2%) have had surgical treatments to improve their appearance, which leaves topical treatments, cosmetics and lifestyle adjustments the main tools available to women hoping to look their best from youth through to later life.
- In 2010 the women's facial skincare market grew by almost 6%, while growth of almost 4% is forecast for 2011. The market absorbed the shock of the credit crunch in 2008, when it eked out growth of 1%.
- Looking ahead, the industry will likely look to tap into the UK's shifting demographic makeup. Between 2011 and 2016 the number of women aged 45-54 will increase by 200,000. This demographic is vital for the facial skincare market since they represent the highest volume users of face creams and lotions, as well as anti-ageing treatments. Meanwhile, older demographics will also see an upswing in their numbers. This is a challenge for the industry since these women are relatively low volume users of topical treatment products.
- While usage is high, opportunities exist to draw new consumers into the category and to encourage women to continue using skincare throughout their lifetime. Close to nine in ten (86%) women use face creams or lotions, most on a daily basis. Meanwhile, almost half of women (48%) use anti-ageing products. This underscores the importance of the segment, which has seen its penetration increase incrementally since 2006.
- Samples yield results. More than four in ten (41%) women using the products they do because they tried a free sample first. Sampling has the edge on another popular promotional activity – special offers.
- Close to six in ten (57%) believe anti-wrinkle creams are overhyped, while close to one in five (17%) believe skincare products are a waste of money and that a woman's looks depend on her genes and lifestyle.

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