

Facial Skincare - UK - June 2012

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"The results-oriented emphasis in facial care advertising puts the category at the risk of disappointing its consumers if claims do not deliver on their promise. Although new claims can generate interest, those that do not follow up with visible results can damage the credibility of the skincare category in general."

– Michelle Strutton, Senior Consumer Analyst

In this report we answer the key questions:

- How will the current economy impact growth prospects for facial care?
- Catch her if you can: Where is the consumer shopping for facial care?
- What drives women to use facial care?
- How will the e-revolution impact facial care marketing?

The facial skincare market is one of the biggest and fastest-growing beauty categories in the UK, and one of the most active in Europe. The category generated £956 million in 2011 at retail and the prestige channel has been defying market trends and growing at a faster rate than the mass market. Spending has been strong particularly among high earners, and the retail scene has been dynamic, spearheading game-changing concepts, like the pop-up store for online retailer Cult Beauty in Selfridges.

Mintel's definition of facial skincare includes products primarily targeted at women, as follows:

- Moisturisers/treatmentsCleansers, including scrubs, washes, wipes, make-up removerTonersMasksSpecialised products such as lip salves, eye careMedicated skincare
- Cleansers, including scrubs, washes, wipes, make-up remover
- Toners
- Masks
- Specialised products such as lip salves, eye care
- Medicated skincare

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