

## Women's Facial Skincare - UK - June 2017

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

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“No longer using wipes and moisturisers to solve every issue, women are discovering the benefits of cleansing, cleaner living, and high-quality products on their skin. A new focus on natural radiance has distracted women from other concerns such as ageing, creating a need for brands to step in and remind them.”

– Alex Fisher, Senior Beauty Analyst

This report looks at the following areas:

- Pinpointing ageing concerns
- Clean living vs. lotions and potions
- Decluttering the cupboards

Experimentation with new cleansing formats and the continued strong growth of prestige products has resulted in a 2% increase in value of the women's facial skincare market in 2016, taking it to £1.11 billion.

'Clean' lifestyle trends have led to a new focus on radiance, and women now try to enhance their natural glow using products that purify the skin. This may have distracted them from other lifestage-related concerns like wrinkles, resulting in confusion about when to incorporate anti-ageing into their routine. However, rather than integrating more products into their regime, women are trying to declutter, emphasising a desire for flexible but effective skincare solutions.

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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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