

## Facial Skincare - UK - May 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Facial skincare brands can focus on appealing to low usage demographics and more targeted product positioning claims to maintain sales growth in the category. The consumer interest in free-from products and ethical practices can also be harnessed to address brand loyalty.”

– Charlotte Libby, Senior Beauty Analyst

### This report looks at the following areas:

- Facial skincare products need to boost appeal amongst older men
- Ethical practices hold appeal with consumers
- Booming surgical procedures marks an opportunity for skincare

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

- Moisturisers/treatments
- Cleansers, including scrubs, washes, wipes, make-up remover
- Toners
- Masks
- Specialised products such as lip salves, eye care
- Medicated skincare
- Skincare devices eg mechanical cleansing brushes.

Bodycare products are excluded from this report.

Please note that for the ease of market categorisation from a product and brand perspective, this report refers to premium and mass products. For the purpose of this report:

- Top-end prices and high brand status define prestige products. They are typically sold behind the counter in department stores with specialised sales assistants. Prestige brands include Clinique (Estée Lauder) and Lancôme (L'Oréal).

- Mass products are more typically priced at the lower end of the spectrum, and are sold in self-serve formats in mass-retail outlets including supermarkets and high street chemists such as Boots and Superdrug. Mass brands include NIVEA (Beiersdorf) and Olay (Procter & Gamble).

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