

## Women's Facial Skincare - UK - May 2016

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

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“The women’s facial skincare category has seen slow and steady growth in recent years, with the prestige sector driving growth in 2015; as employment rates rise, women are showing a greater willingness to spend on premium products. Whilst brands are promoting ageless beauty campaigns in 2015, focusing on NPD for older skin concerns will really drive the market.”  
– Roshida Khanom, Senior Personal Care Analyst

### This report looks at the following areas:

- Mass market brands are struggling
- What a product contains is more important than what it excludes
- Adult acne could be a focus for the category

Within this report, Mintel defines ‘women’s facial skincare’ as all skincare products that are not specifically targeted at men. Accordingly, all market and launch information includes data for unisex facial skincare. Mintel’s definition of facial skincare includes:

- Moisturisers
- Cleansers, including scrubs, washes, wipes, make-up remover and facial soaps
- Toners
- Masks and treatments
- Specialised products such as lip salves, eye care and anti-ageing products
- Medicated skincare.

Bodycare products are excluded from this report but are covered in the forthcoming *Deodorants and Bodycare – UK, June 2016* 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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