

December 2019

Suncare - UK

“The UK suncare market is going through a challenging period. Not only is the market highly vulnerable to the UK weather, but sales are also influenced by outbound travel as there is still a perception that suncare is only needed on holiday. However, consumers are slowly taking suncare more seriously ...

Prestige Beauty - UK

“The prestige sector saw a 1% growth in value in 2018 as premium brands continue to have a high quality image among consumers. Indeed, usage of premium brands has shown a rise across all sectors, with fragrances remaining the most popular category. Bricks and mortar stores remain essential for both ...

November 2019

Beauty Online - UK

“The online beauty market has benefitted from a desire amongst consumers to experiment with new brands and products. However, competition is intense and the prolific discounting is expected to subdue market growth in future as consumers now expect to buy beauty and grooming products at a discounted rate when shopping ...

Consumers and the Economic Outlook - UK

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they'll be OK in ...

Diversity in Beauty - UK

“The beauty industry has taken strides in projecting a more diverse image in recent years; the ‘Fenty effect’ continues to reverberate through colour cosmetics and beauty brands have increasingly distanced themselves from stereotyping in advertising campaigns and when marketing products across beauty categories. However for a beauty brand to truly ...

October 2019

Spa, Salon and In-store Treatments - UK

“Growth in the spa, salon and in-store treatments market has remained strong as driven by the rise in the usage of some treatments. The outlook, however, is more challenging as ongoing political and economic uncertainty could impact consumer spend. Competition in the treatments market is also rising, which will make ...