Beauty Retailing - UK - January 2012

Report Price: £1750 / $2837 / €1995

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"Gaining a competitive edge through the wealth of customer data derived from a loyalty scheme is easier said than done. Moreover retailers must then deliver relevant and useful incentives to shoppers if they are to succeed in generating those all-important repeat purchases. Getting it right procures good value from the marketing budget but getting it wrong is a wasted investment".

– Hilary Monk, Senior Retail Analyst

In this report we answer the key questions:

- **Which factors most influence purchasing decisions?**
- **Can Superdrug take on Boots with its loyalty card?**
- **And what does the future hold for loyalty schemes?**
- **How can retailers retain the interest of young people?**
- **The enduring challenge – how can retailers get more men into the grooming market?**

This report series focuses on Beauty Retailing by which we mean the retailing of skin care, cosmetics, and fragrances/aftershaves. However, blurred boundaries mean the reports touch considerably on broader personal care retailing and most especially toiletries. Hair care, for instance, is borderline beauty/toiletries. In particular, sections on Consumer Spending, Channels of Distribution, and Specialists' Sales incorporate wider definitions owing to the constraints of available data and the need for compatibility between the countries covered in this European report series.

Beauty specialists

While sections of these reports discuss beauty retailing through all channels, the major company profiles only cover specialist operators in keeping with all Mintel's retailing reports that form part of a European series.

For the first time this year, however, our UK report has expanded in scope to include operational data on, and Mintel assessments of, non-specialist retailers, non-store retailers, and pureplay internet retailers. Our Leading Retailers section now includes summary profiles of leading non-specialist and non-store retailers such as the grocers, department stores and Avon, and includes Mintel estimates for the sale of beauty and personal care goods by the leading non-specialists, in addition to data for the specialists. Moreover, the Online section in our UK report also includes sales data for the leading pureplay internet retailers.

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