

December 2014

Beauty & Personal Care Vending - UK

“The BPC vending market is well placed to benefit from emerging key trends in the BPC markets such as customisation and digital testing. The rise of beauty apps has seen consumer awareness of new technologies increase and the BPC vending market has an opportunity to convert experimentation into purchasing.”

Natural and Organic Toiletries - UK

“Price is a barrier in this category, with natural/organic being a lower priority when buying products. This offers opportunities for brands to present more appealing pricing strategies, such as secret discounts. With certification being a low indicator of whether a product is natural or organic, this suggests a lack ...

Cosmetic Surgery - UK

“The UK cosmetic surgery market could benefit from further capitalising on the burgeoning population of adults that qualify as overweight or obese. Clinics could look at more widely marketing treatments designed to help people reduce their weight, as well as highlighting the benefits of excess skin removal surgeries.”

November 2014

Beauty and Personal Care Packaging Trends - UK

“First-and-foremost, packaging needs to be practical, however, the in-home longevity offered from the BPC (Beauty and Personal Care) category adds greater potential for companies to focus on the aesthetics of their products in order to add value; raising their profile with impressionable young Millennials in particular. Further opportunities exist in ...

Suncare - UK

“The suncare category is largely dependent on the weather, and with a wet summer in 2014, the category is predicted to decline in value by 8%. This offers opportunities for brands to advertise in the winter or position products outside the summer season. Innovations in multi-functional products, as well as ...

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn't feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Men's Toiletries - UK

Beauty Devices - UK

“Expense is the biggest barrier to purchase in this category, and despite the availability of money-back guarantees, women show interest in trial periods and special offers to avoid a hefty initial outlay. Additionally, beauty devices are seen as time-consuming and taking up space which could cause issues particularly for younger ...



Beauty and Personal Care - UK

“Post-recession, the male toiletries consumer remains intent on saving money on day-to-day purchases, and fashion trends continue to stunt certain markets such as shaving and hair removal. As a result the market has plateaued, however a number of opportunity areas exist for brands such as catering to a tween audience ...