



## Beauty and Cosmetics

What do consumers  
look for in these  
products?

August 2023

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# Introduction

The UK beauty and personal care retail market is estimated to have grown by 4.9% in 2022, reaching £12.9 billion, and is expected to continue on a positive trajectory, reaching £13.6 billion by 2027.

In this report, we will explore the current trends shaping the UK beauty industry and how brands can leverage these trends to succeed in the market. It is for all who are working in the UK beauty industry.

It will cover how sustainability, inclusivity, clean beauty and personalisation can help them win.



# Sustainability

Consumers in the UK are increasingly conscious of the environmental impact of the products they use and are looking for brands that prioritise sustainability. This has led to a growing demand for "clean" and sustainable beauty products that are free from harmful chemicals and ingredients.

In response, many UK beauty brands are adopting sustainable practices, such as using eco-friendly packaging, reducing waste, and sourcing ingredients responsibly.

The British Beauty Council has formed the Sustainable Beauty Coalition, which is working to help drive the industry towards a more sustainable future.





# How to win?

To successfully tap into the growing demand for sustainable beauty products, brands can adopt various approaches that focus on eco-friendly practices and materials.

When we asked our Vypr community what's important to them when selecting which beauty brand to shop with, 33% of consumers mentioned that sustainable ingredients are important to them, with 44% of respondents over 55 years old stating its importance.

## What's important to you when selecting a beauty brand to shop with?

Cruelty free



Product claims and benefits



Suitable for all skin types



Sustainable ingredients



Ethics of the brand



Eco-friendly packaging



Well-known brand



Fragrance free



Non-gender specific



Something else



Sent to those who actively buy beauty and skincare products

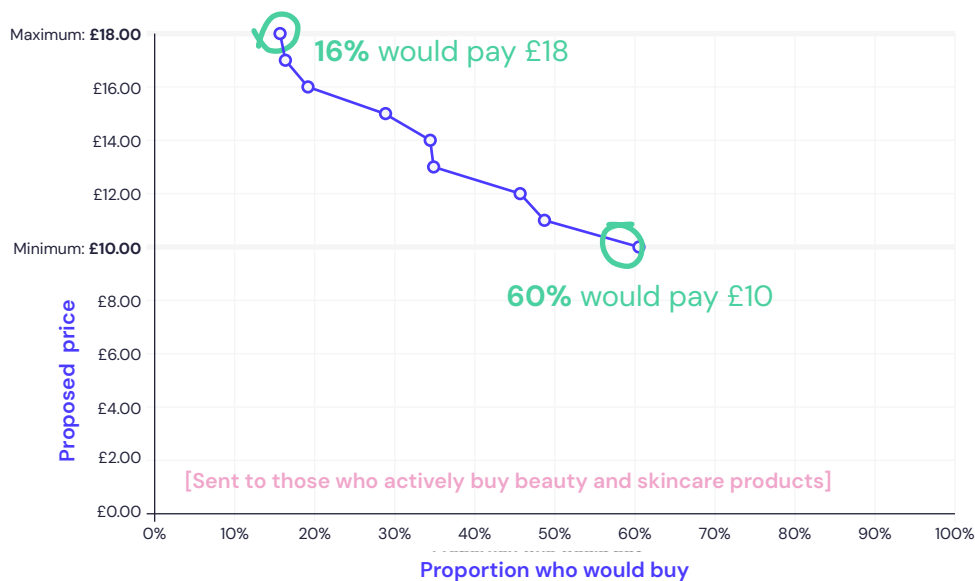


The following strategies can help beauty brands leverage the sustainability trend:

## Impact of Messaging

We ran a pricing steer to evaluate if the term "eco-friendly" would influence the perceived value of a product. Our pricing steer uses Van Westendorp's price sensitivity model, allowing to flexibly test the optimum price point.

Using Sukin rejuvenating day cream as an example, we added the phrase "eco-friendly". The results showed that 64% of participants would pay £10, and 18% would pay £18.



When we removed the words "eco-friendly" and re-ran the pricing steer, we found that 60% would pay £10, and 16% would pay £18.



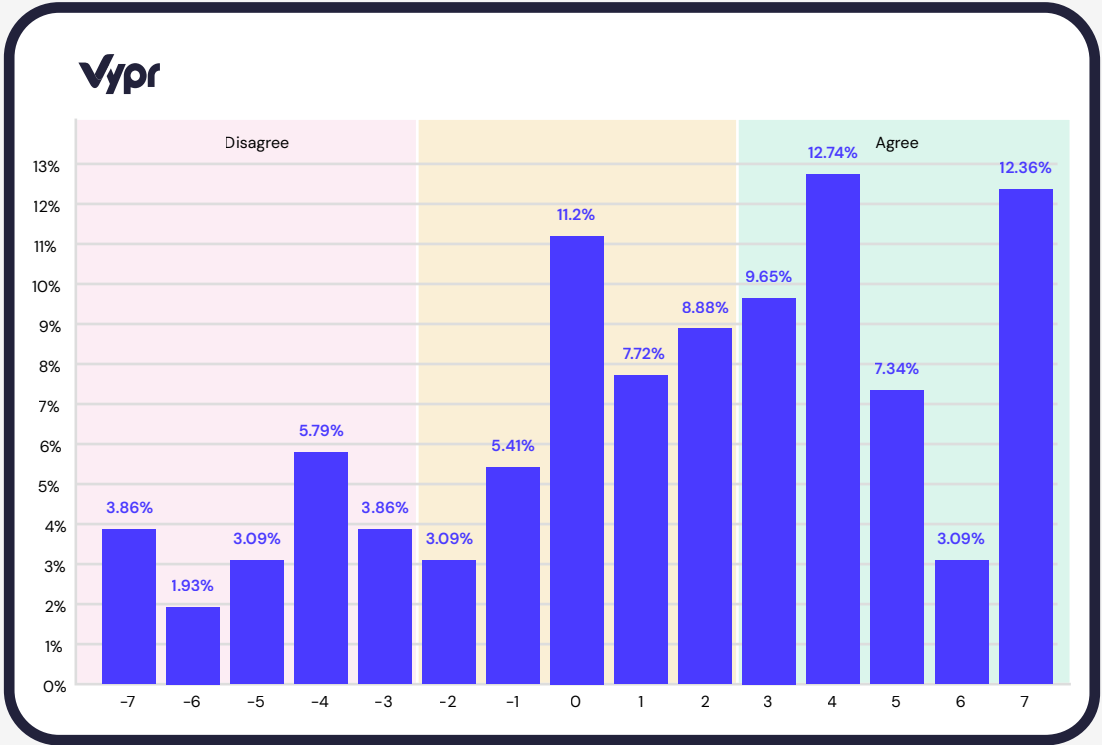
# Impact of Messaging

## Continued

This indicates that eco-friendly messaging can impact consumers' willingness to pay a higher price for a product. Additionally, 45% of respondents agreed that beauty brands are educating consumers to make sustainable choices.



Do you agree that beauty brands are educating consumers to make more sustainable choices?



# Adopt Eco-Friendly Packaging

Beauty brands can use sustainable packaging materials such as glass, aluminium, or biodegradable materials. Implementing refillable or reusable packaging options can further enhance their eco-friendly image.

Some beauty businesses are already adopting this trend with products such as shampoo and conditioner bars. This trend is growing and is growing in popularity.

## Minimise Waste

To reduce waste, brands can introduce recycling programmes for their products, employ sustainable manufacturing practices, and donate excess products to those in need. When asked about recycling beauty products, consumers said they loved the idea, but there were questions on if the products were actually recycled...



**Quite a hassle.** Seems to be used to improve the image of brands. I would prefer less packaging.

Male aged 45-54



**Long overdue!** Make it easier for consumers to play their part!"

Female aged 25-34



I would definitely do this but it **needs to also be widely available and convenient.** I'm not bothered about a rewards system for it but just make it easier than it currently is

Female aged 55-64



**"Anything that encourages and enables recycling is worth doing.** This throwaway world has to change. I think sometimes I doubt whether things really do get recycled. Is it lip service? How does anyone know? More info on the process would help."

Female aged 35-44



## Incorporate Sustainable Ingredients

Using natural, organic, and sustainably sourced ingredients in beauty products benefits the environment and caters to consumers looking for clean and natural products. By incorporating these ingredients, brands can better appeal to environmentally conscious customers.

In addition to sustainable ingredients, 43% of consumers stated that cruelty free products were important. The term cruelty-free popped up repeatedly but vegan was not something that was flagged by our community.



# Inclusivity

The UK beauty industry is becoming more diverse and inclusive, with brands offering a wider range of shades and products for different skin tones and types. This shift towards inclusivity is helping to break down barriers and make beauty products more accessible to a broader audience.

## How to win?

Beauty brands should work towards making their products more inclusive. They can implement various strategies to cater to a diverse group of consumers as it is the right thing to do and will help build trust with customers.

When asked what the makeup industry could do to make their products more inclusive and diverse, the top suggestions were to provide more shades/tones, more natural-looking products, and feature diverse models in campaigns.

66

**Make up itself is for everyone, regardless of skin colour, sexuality etc. The only improvements I can suggest would be the marketing – show all ethnicities using the product**

Male aged 35–44



**Offer more shades for different skin tones and different ages**

Female aged 45–54



**I think they should include people with glasses, facial disfigurements, blind, people with missing teeth, squint etc**

Female aged 55–64

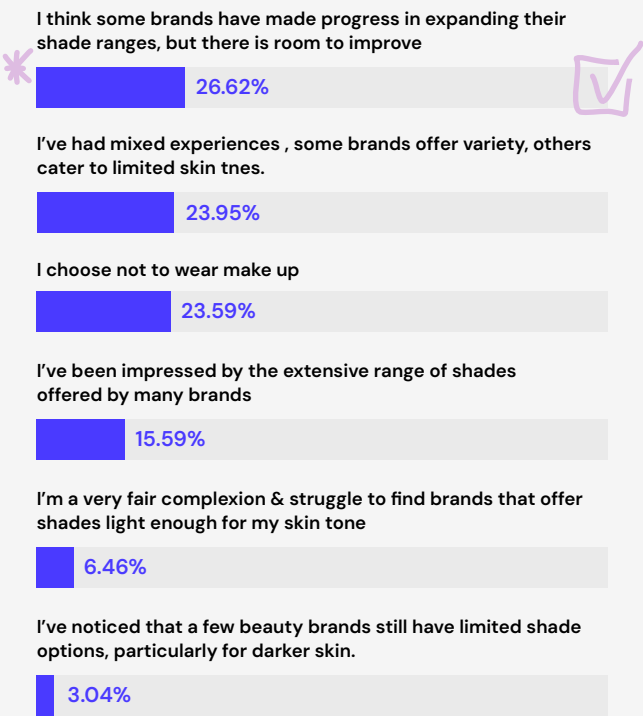


# Offer a Wide Range of Shades and Tones

Beauty brands have started to cater to a more diverse group of consumers with a more extensive range of shades and tones in their makeup and skincare products.

Whilst brands have started to offer a wider range of shades/tones of make up, 85% of consumers don't think they have gone far enough. There is still a lot more to be done here.

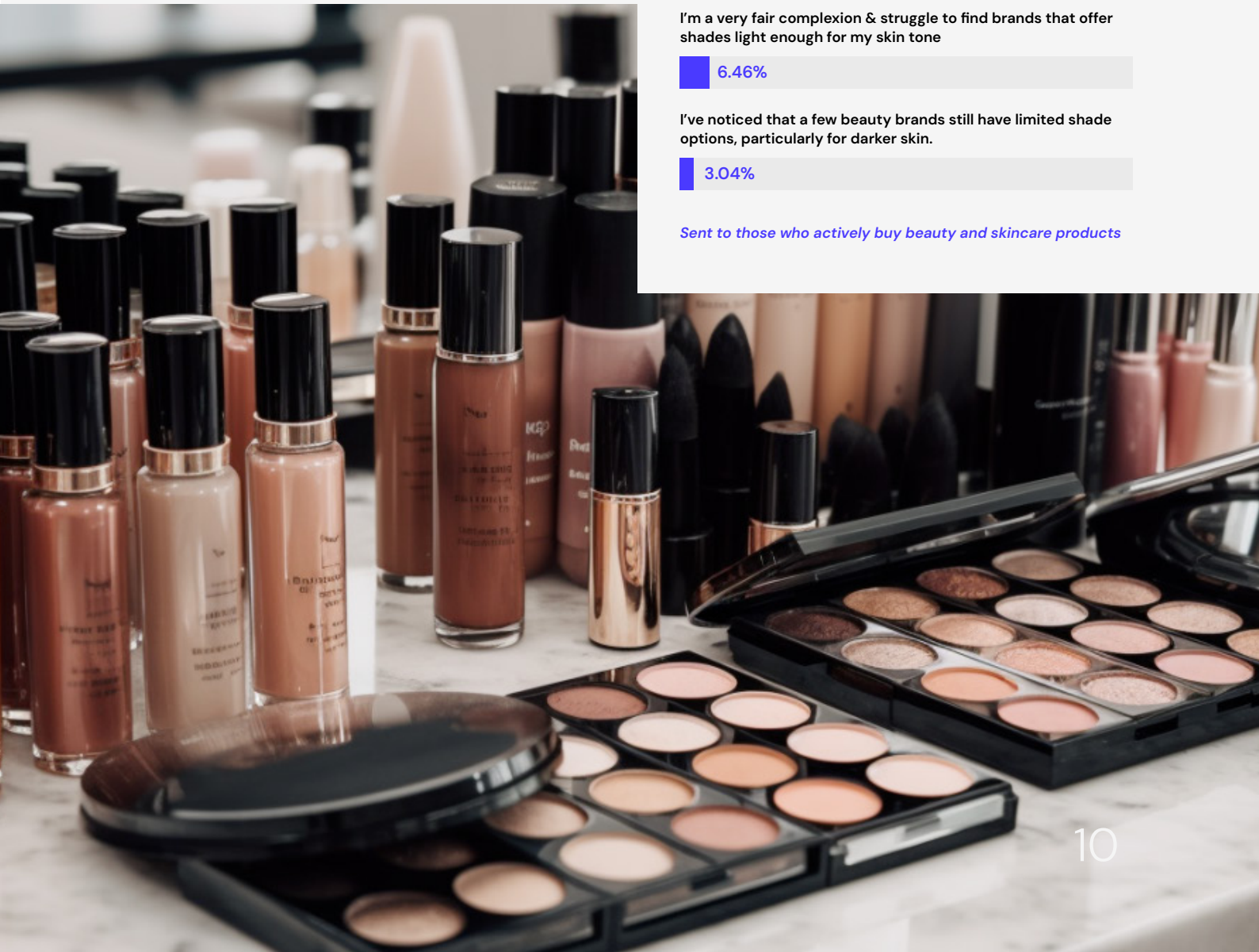
## Which statement best reflects your experience with the range of shades/tones of makeup available beauty brands?



I've noticed that a few beauty brands still have limited shade options, particularly for darker skin.

3.04%

Sent to those who actively buy beauty and skincare products

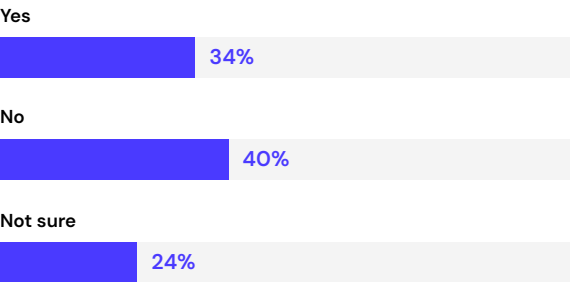


# Feature Diverse Models in Advertising

Inclusivity and diversity can be promoted by featuring models of different races, ethnicities, genders, ages, and body types in advertising campaigns.

A significant 61% of consumers believe it is crucial for brands to include people with disabilities in their advertisements and campaigns. Furthermore, 34% of consumers expressed interest in seeing more brands introduce gender-neutral or gender-inclusive product lines.

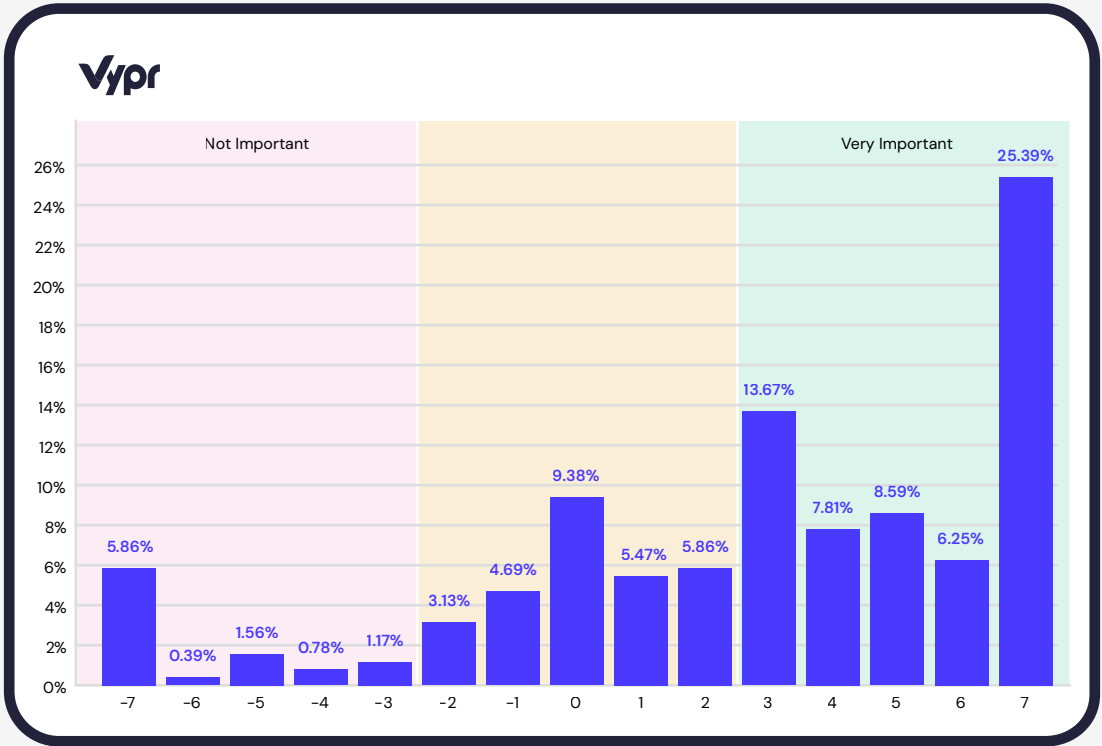
Would you like to see more makeup brands introducing gender-neutral or gender-inclusive product lines?



*Sent to those who actively buy beauty and skincare products*



How crucial is it for makeup brands to include people with disabilities in their ads and campaigns?



*[Sent to those who actively buy beauty and skincare products]*



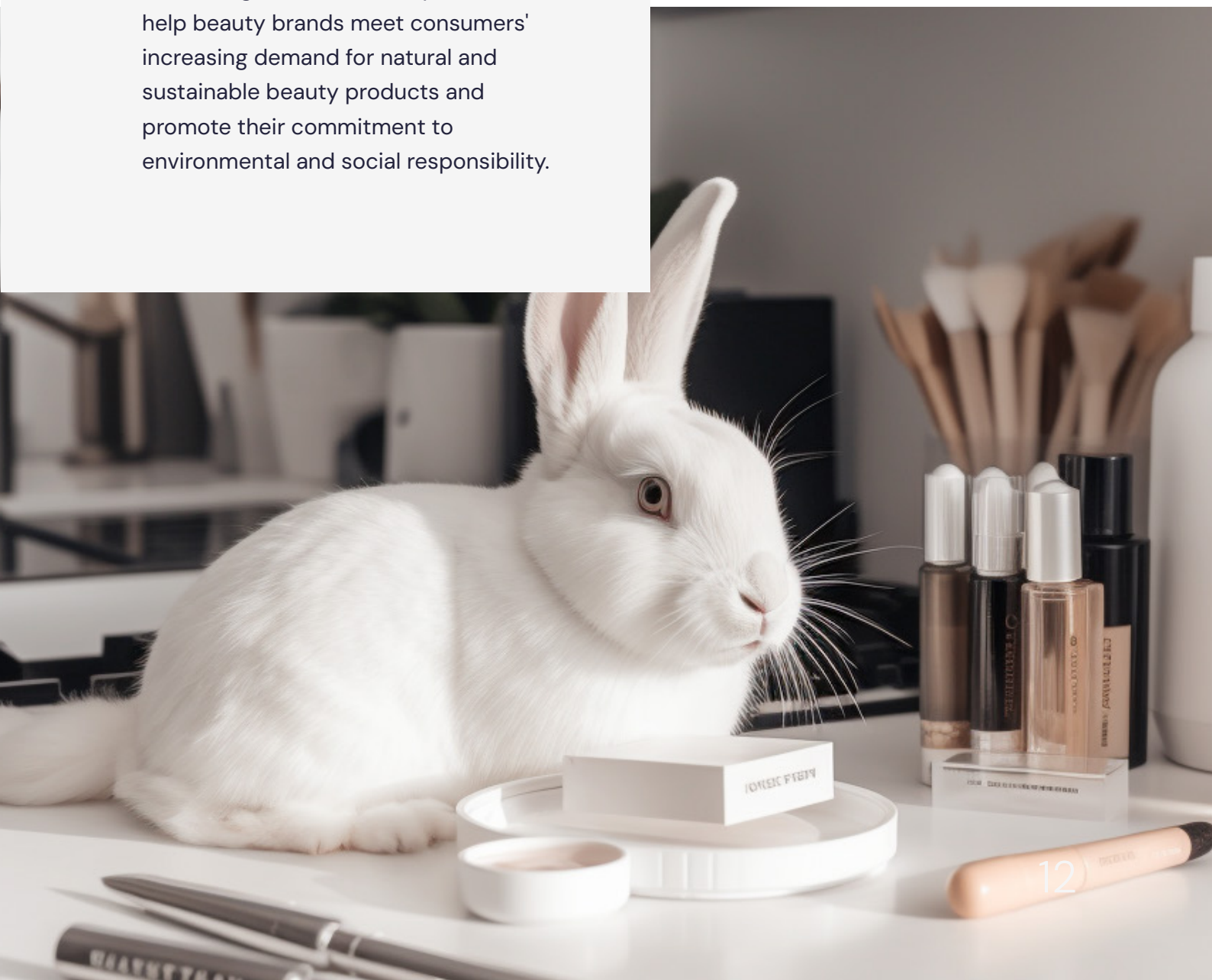
# Clean Beauty

There is a growing demand for "clean" beauty products, which are free from harmful chemicals and ingredients.

Consumers are increasingly seeking out products that are both effective and safe for their skin, leading to a surge in the popularity of clean beauty brands.

## How to win?

Embracing the clean beauty trend can help beauty brands meet consumers' increasing demand for natural and sustainable beauty products and promote their commitment to environmental and social responsibility.

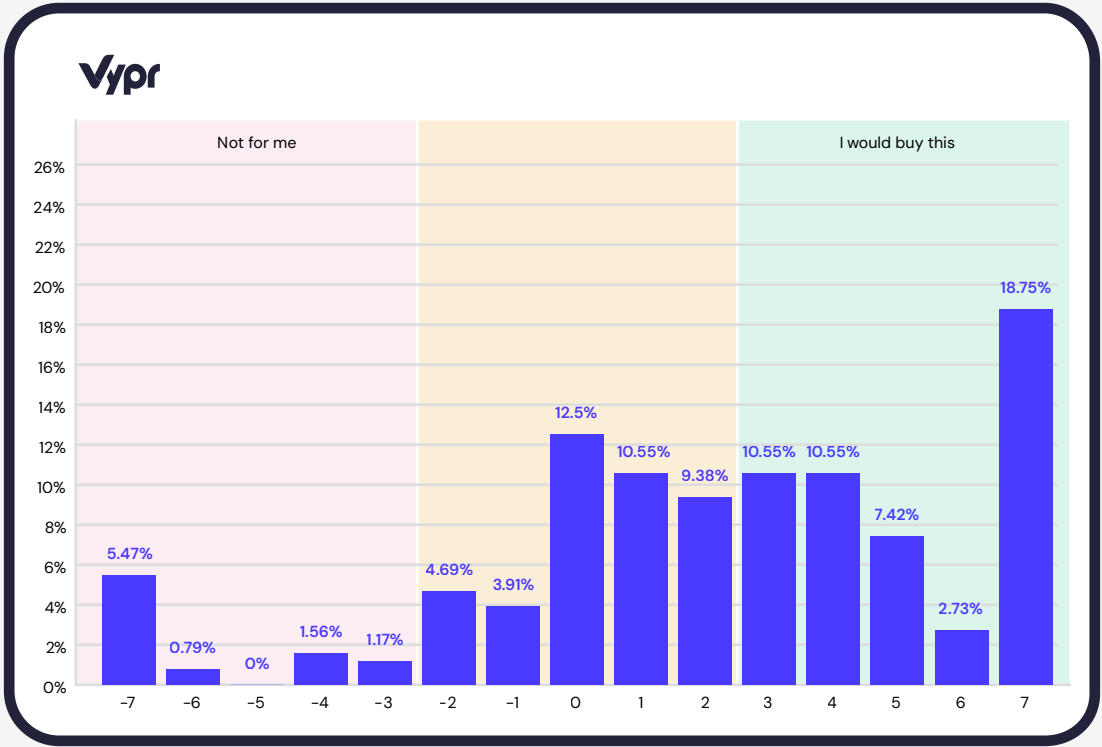


# Offer Natural and Sustainable Products

Develop and promote products made with natural ingredients, highlighting your brand's commitment to clean beauty. It's worth noting that 50% of consumers said they would switch to a similar eco-friendly product with natural ingredients, even over their favourite brands.



Would you switch to a **similar eco-friendly product** with **natural ingredients** over your favourite brand/product?



[Sent to those who actively buy beauty and skincare products]

## Educate Consumers

Educate consumers about the benefits of clean beauty products and the potential harm of certain chemicals and ingredients found in traditional beauty products. When asked how they would describe 'clean' beauty products, the key words were natural with no artificial ingredients.



## How would you describe 'clean' beauty products?





# Transparency & Trust

Build trust with consumers by providing transparent information about the ingredients used in your products, the sourcing process, and the environmental impact of your brand's operations.

Interestingly, 37% of consumers stated that the ingredients in a product play a crucial role in their decision-making process when choosing a brand or product.

## Obtain Certifications

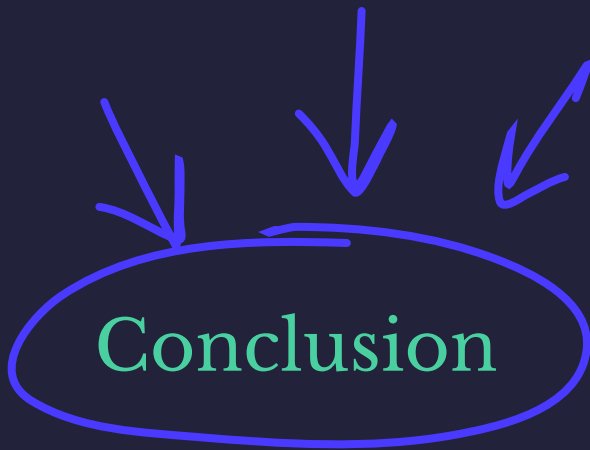
Seek relevant certifications that demonstrate your brand's commitment to clean beauty, such as cruelty-free, organic, or vegan certifications.

This can help build trust and credibility with consumers who value these attributes.

When asked, 20% of consumers indicated that certifications like USDA Organic, DEFRA, or COSMOS were essential factors when considering which beauty products or brands to purchase.

### What's important to you when considering which beauty products / brands to purchase?





It's clear that the UK beauty industry's future is being moulded by several pivotal trends that brands must embrace to remain both competitive and meaningful to consumers.

\* **Inclusivity is key.**

There is no one size fits all and brands can harness these trends by delivering customised experiences and products, using sustainable ingredients, and offering personalised aftercare routines and support.

Embracing these changes will foster stronger customer loyalty, encourage repeat purchases, and cultivate a positive brand image that aligns with the values and expectations of today's discerning consumers.



“Vypr has done a brilliant job for us because we can test a number of different things to talk about very quickly and come to the right conclusions”

**Global Product Director**  
**Holland & Barrett**



# Find Health and Beauty Success with Vypr's Robust Product Intelligence

Elevate your retail game by embracing Vypr's fast and robust consumer insights. Tackle common challenges head-on and empower your business to achieve remarkable growth and success.

## Key Challenges

- **Finding the right customers**  
It's tough to connect with your target audience when you don't have access to them.
- **Keeping up with the market:**  
Without the latest information on competitors and trends, your products might miss the mark.
- **Trusting your data:** Mixed confidence in legacy data and unvalidated future trends. This can lead to poor decisions.
- **Understanding local preferences:**  
Traditional research methods can be time-consuming and expensive and might not give you the insights you need.

## Benefits of Vypr



- **Enhanced consumer targeting:**  
Use deep, proprietary audience segmentation to reach relevant consumers.
- **Maximise market share:** Make data-driven decisions, allowing you to adapt product design and go-to-market strategies.
- **Robust, forward-looking data insights:** Heighten your knowledge of competitors and react promptly.
- **Agile and cost-effective solutions:**  
Shorten your time to value with one tool that's easy to use, adaptable and efficient.

# Our product intelligence platform makes it easy to get these insights.

Vypr is an online self-service platform that allows you to run research with consumers, whenever you need it.

With Vypr, you get the consumer voice at your fingertips, meaning decision-making is rapid, robust and precise resulting in **better decisions, for winning products.**

Our service integrates effortlessly with current product processes, and our Steers (what we call research questions) take an average of 90 minutes to complete, so you can say goodbye to waiting for long-winded research reports, and **get insights when you need them, quickly and efficiently.**

The image shows a screenshot of the Vypr platform interface. On the left is a dark sidebar with the Vypr logo and navigation links: Account, Steers (highlighted in blue), Users, and Settings. The main content area is light blue and displays a grid of 12 research questions, each in a white card with a progress bar and a blue 'Steer' button. The questions are: 'How often do you buy meat-free products?', 'How often do you buy slow-cooked products?' (highlighted in green), 'Which product would you buy?', 'Which Pork Loin S would you buy?', 'Do you think that there is a difference between these products?', 'Would you say that this is a premium products?', 'What's your opinion of factory farms?', 'How often do you meat-free product', 'Do you buy these meat snacking products?', 'Which product would you buy for your children?', 'Which food to go salad would you buy?', and 'Would you say thc is a premium prod'. Three circular portraits of diverse individuals are overlaid on the interface: a man with glasses in the top right, a woman with curly hair in the middle left, and a woman with braids in the bottom right.

# Better decisions, winning products.

Ready to get robust consumer intelligence to power your product strategy? Get started with some free research!

Get **FREE** consumer research

