

UK *Beauty* spending outlook *in 2023*

Save or Splurge

March 2023

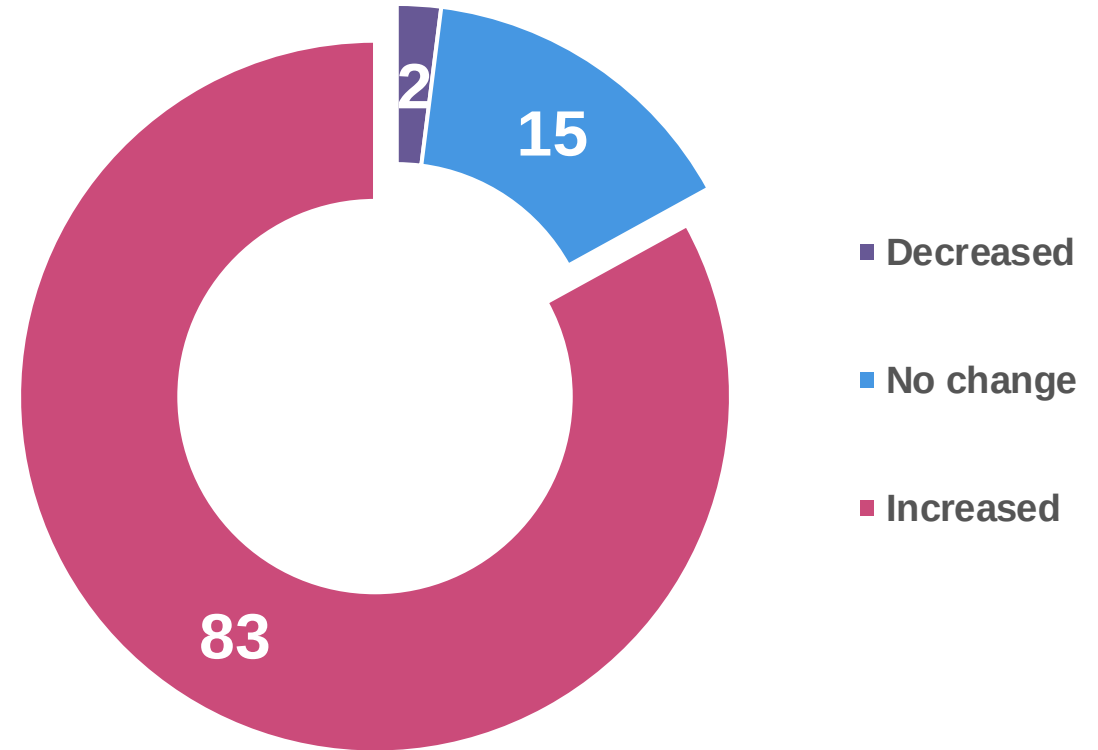
NIQ

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83% perceive
that beauty *prices*
have increased in
the latest 6 months

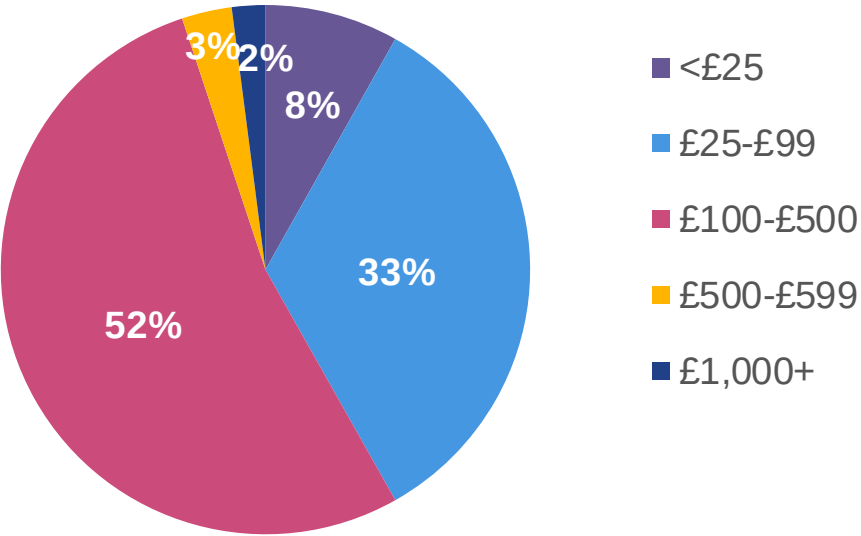
Perceived price changes in the beauty category in latest six months



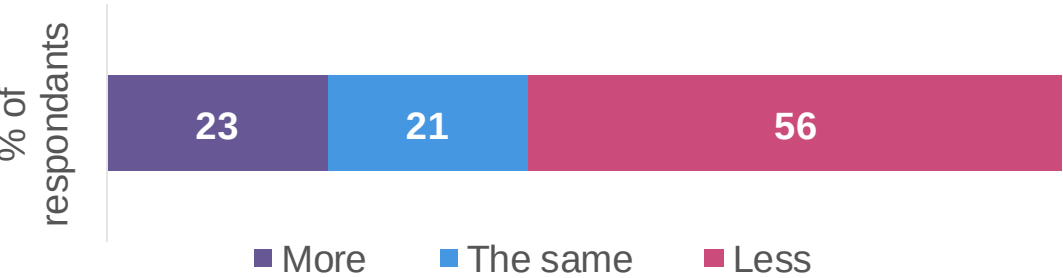
27% feel that the increase is *greater* than any increases in
grocery and other household categories

Source: NielsenIQ 2023 BASES Survey Data

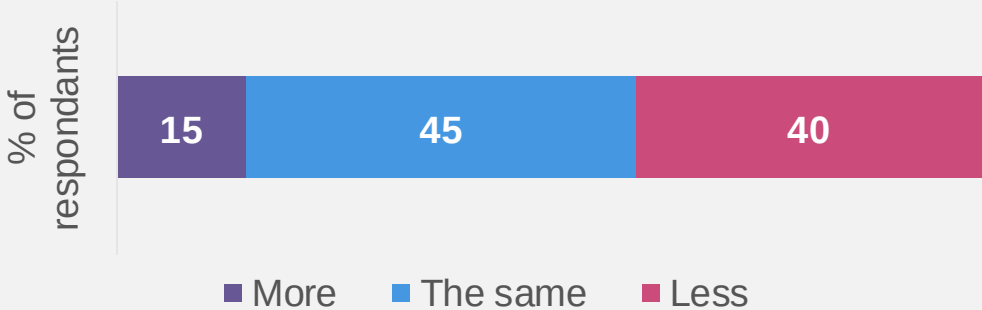
Estimated spending on beauty in last 6 months (UK £)



Disposable Income Forecast, 2022 vs 2023



Spending on Beauty Forecast, 2022 vs 2023



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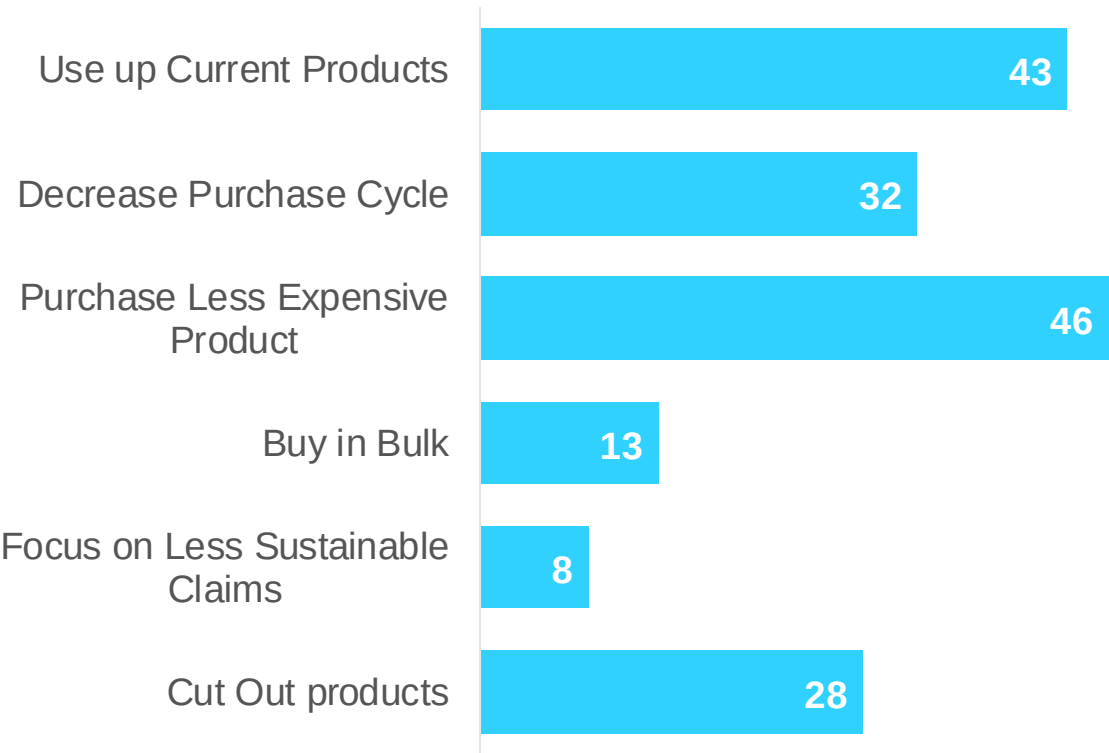
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With shoppers predicting a *fall in their disposable income* in 2023, **40%** say they will *spend less on beauty*

Source: NielsenIQ 2023 BASES Survey Data

In order to reduce spend shoppers will be looking for less expensive products but also reducing their purchase frequency and using up existing products.

Respondents' strategies to *spend less* on beauty in 2023

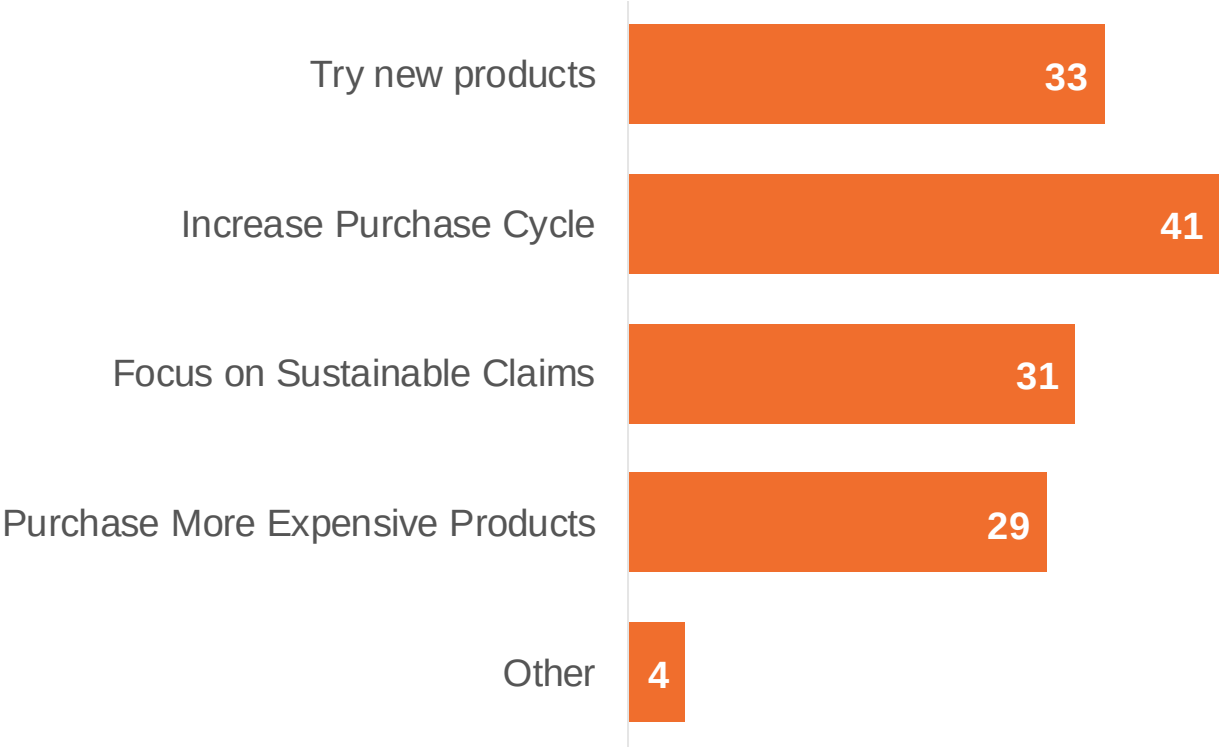


40% expect to be *spending less* on beauty products in 2023

Source: NielsenIQ 2023 BASES Survey Data

Of the small amount that will be spending more on beauty in 2023, they will look to do this by increasing their purchase frequency

Respondents' strategies to *spend more* on beauty in 2023

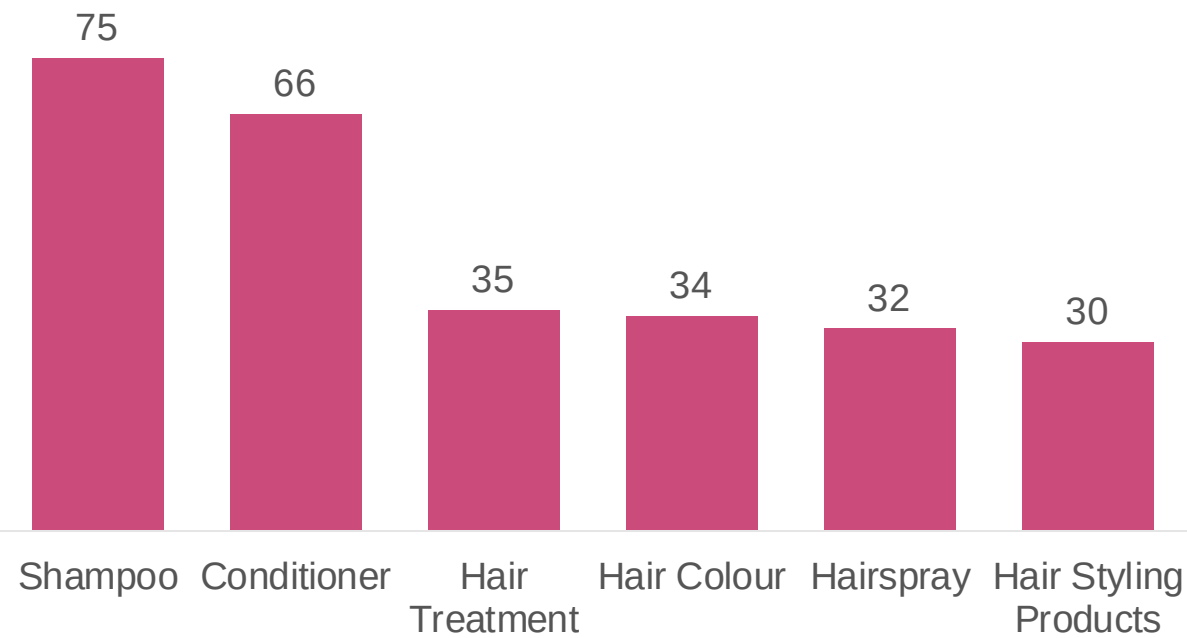


**15% expect to be
spending more on
beauty products in
2023**

Source: NielsenIQ 2023 BASES Survey Data

90% say they would never stop buying hair care, with the staples being products they are most reliant on

% of Respondents who 'would never stop buying' Hair Care products, which products does this apply to?

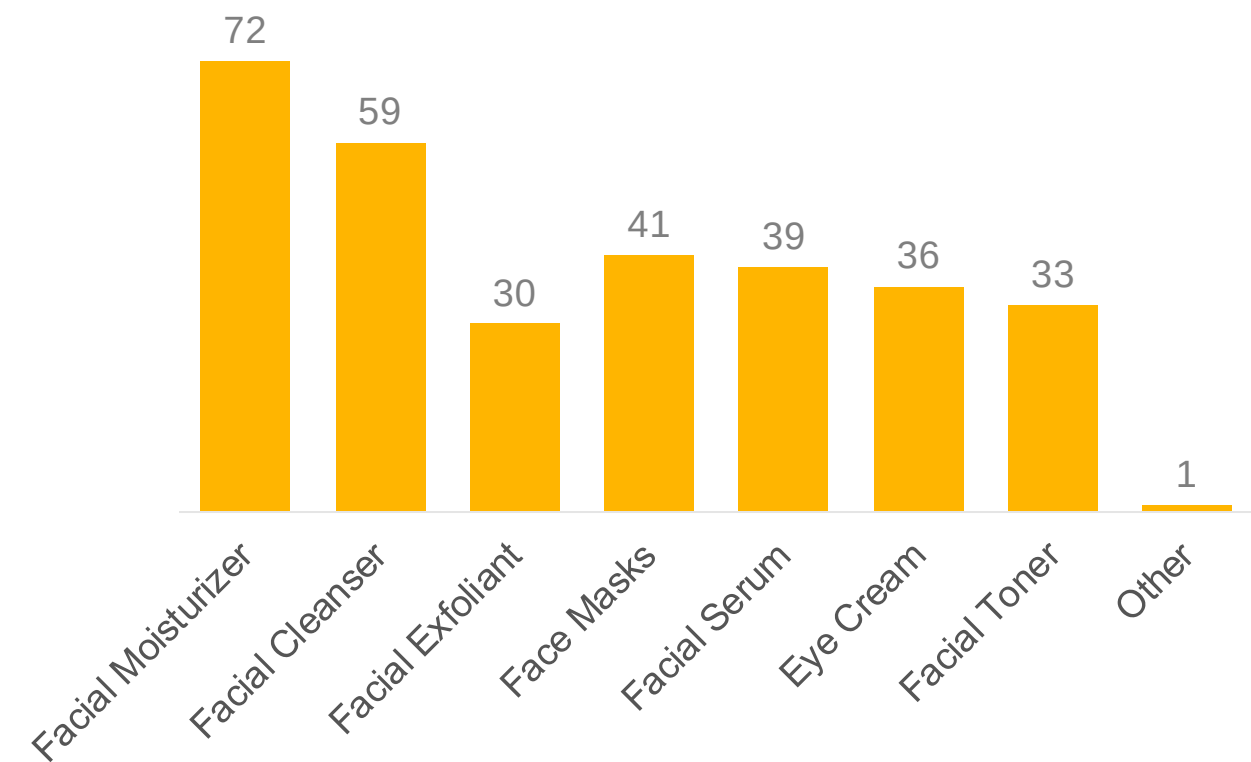


Source: NielsenIQ 2023 BASES Survey Data



Daily skincare products are most important to the 75% that say they would never stop buying skin care.

% of Respondents who ‘would never stop buying’ Skin Care products, which products does this apply to?

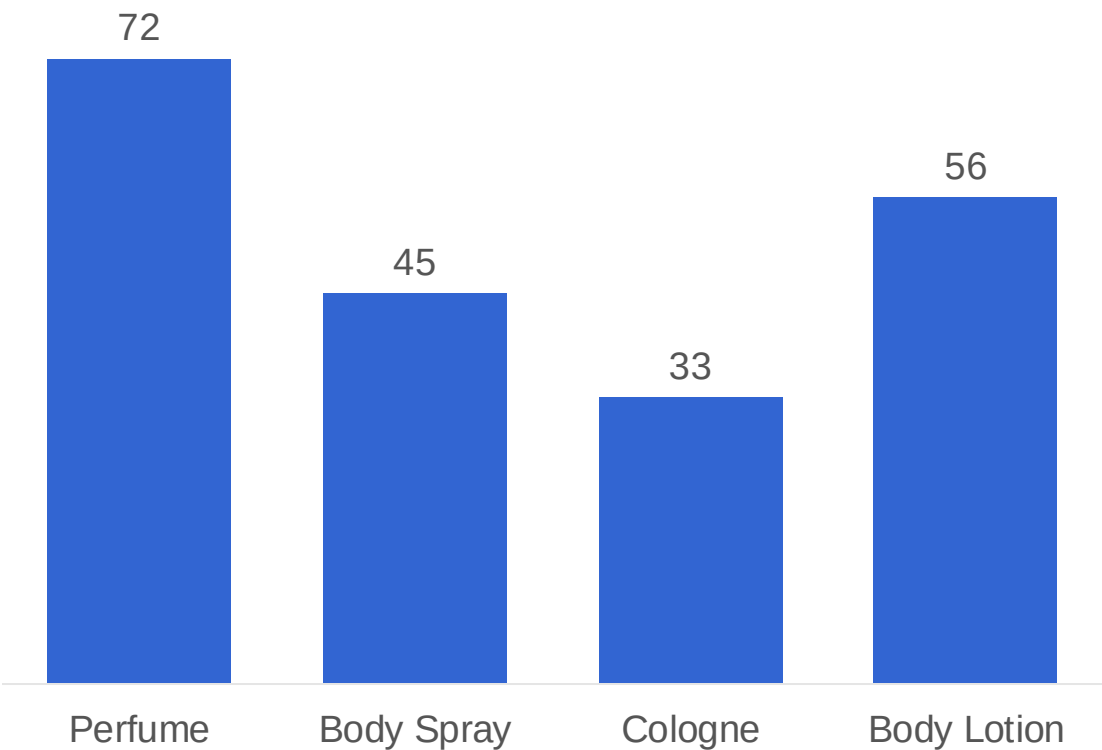


Source: NielsenIQ 2023 BASES Survey Data



60% say they would never stop buying fragrance products, with perfume being their most essential product

% of Respondents who 'would never stop buying' Fragrance products, which products does this apply to?

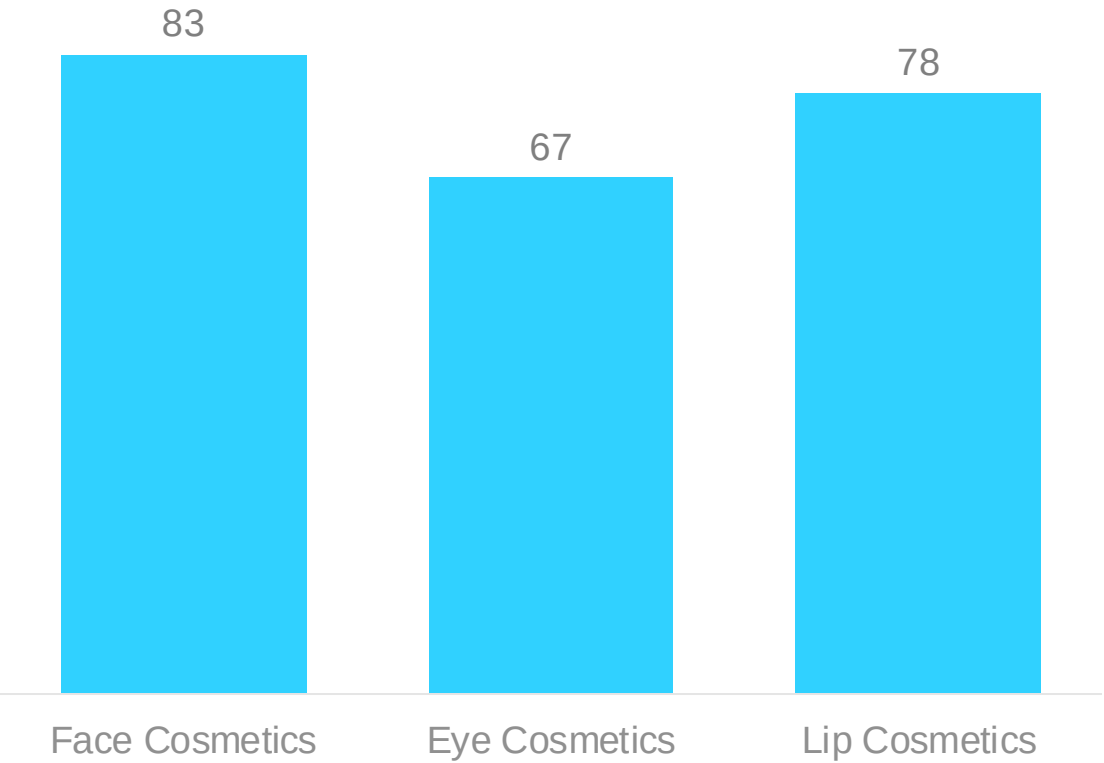


Source: NielsenIQ 2023 BASES Survey Data



56% of our respondents said they would never stop buying Cosmetics. All three segments are important to these shoppers, but face cosmetics take the priority.

% of Respondents who 'would never stop buying' Cosmetic products, which products does this apply to?

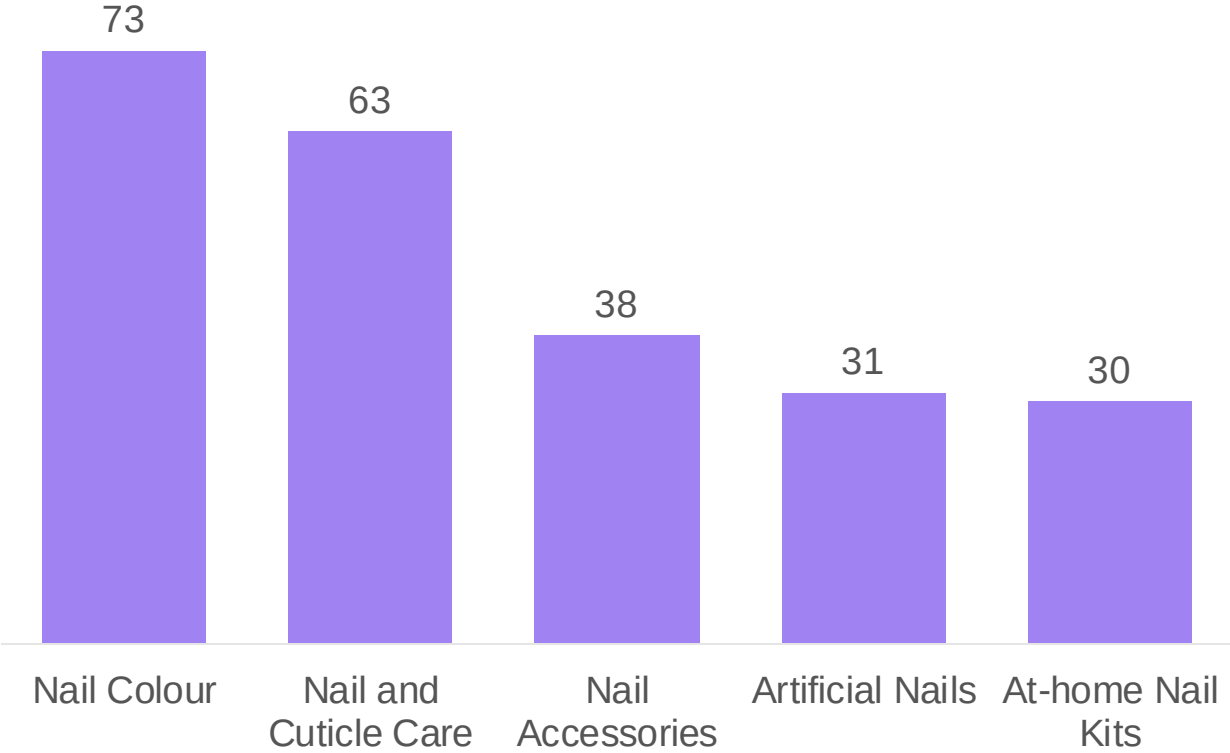


Source: NielsenIQ 2023 BASES Survey Data



The nail sector is least important to our beauty shoppers, with a much smaller 38% of respondents saying they would never stop buying. For these people, their favourites are nail colour items.

% of Respondents who 'would never stop buying' nail products, which products does this apply to?



Source: NielsenIQ 2023 BASES Survey Data





Consumers are feeling the effects of price increases and are looking for less expensive products, make value savings and offers clear to your shoppers



Purchase frequency is key for those looking to save but also for those willing to spend more, understand purchase drivers across all channels, reward loyalty and stay top of mind



Shoppers are looking for new products. Innovate and stay ahead of the trends or look to penetrate new channels and reach new consumers



Consumers will look to save by reducing spend on certain segments, look to data driven strategies to compensate with such activities as bundle offers.