



July 2006

The Future of the European Hair and Beauty Care Market 2006

(A strategy paper on the beauty - hair, face and skin - care market in Europe. Where is the consumer now heading? Where have they come from?)

Questions answered in this report:

- What are the new beauty care market opportunities?
- What value do wellness or wellbeing add to the beauty market?
- What is the potential value of this market?
- What are the growth rates?
- Where is the hair and skin care market headed?
- How has the market changed?
- What factors and lifestyles are transforming the beauty-care market?
- What services and products are in favour?
- What will the consumer pay for?
- Which products and services are doomed?
- Who are the consumers?
- How has the consumer changed?
- Redefining market segments (affordable luxury, upmarket..) for this market
- Which companies best understand this market?

Product categories: haircare coloring, shampoos, conditioners, stylants, treatments, skincare, facials, bodycare, anti-ageing treatments, scalp and body massages, manicures, pedicures, cosmeceuticals, botanicals, pampering and well-being products

**Source:**

Diagonal Reports has analysed spa and salon market data and intelligence to plot possible future market directions and understand past patterns of behavior and change.

The professional beauty market indicates future mass market trends. Trends first emerge in the professional channel and are then adapted and translated into the retail market.

Diagonal Reports has been researching the salon, spa and fitness club market for a decade. It has conducted in-depth discussions with hundreds of beauty institute, day spa, hair salon, fitness club managers and professional beauty market experts globally over the last 7 years. These experts represent millions of service visits to spas, salons and clubs.

Scope of Research: Pan European (including the Germany, France, UK, Italy, Spain and Poland)

Who benefits from this research?

Any large company operating in the personal care/cosmetics market nationally or globally can benefit from this intelligence. They include:

- Consumer market intelligence units in personal care/cosmetics product formulators
- Health and beauty retailers
- Salon, spa and hotel operators
- Luxury retailers
- Investors and analysts

This strategy paper is designed for the decision-taker. It presents a bird's eye view of the beauty market with close-ups on the key factors which are determining change. It provides a detailed understanding of how consumers' beauty care requirements have evolved and the challenges facing personal care/cosmetics companies. It identifies the companies and products which have benefited from consumer change.

The report is presented as powerpoint presentation with graphs

Report title: The European Consumer of Hair and Beauty Care 2006

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Diagonal Reports

Previous European beauty-related research published by Diagonal Reports includes:

UK - Day Spa Market 06, The Salon Market 05.

France - Day Spa Market 06, The Salon Market 04. Fitness Club Market 02

Germany - Day Spa Market 06, The Salon Market 04. Fitness Club Market 02

Italy - Day Spa Market 06. The Salon Market 04. Fitness Club Market 02

Spain - Day Spa Market 06, The Salon Market 05. Fitness Club Market 02

Plus the US, Japan, Korea, Taiwan, China, Australia, Mexico, Brazil, Argentina.