

# Consumers Want More Choice

Contributed by Ipsos MORI,Â’s Retail division  
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## CONSUMERS WANT MORE CHOICE ON SUPERMARKET BEAUTY FIXTURE

Old loyalties remain as specialist chains such as Boots and Superdrug continue to dominate

Shoppers are increasingly turning to supermarkets for their beauty products with more than four in ten shoppers now preferring to buy these products in a supermarket, according to new research from Ipsos MORIâ€™s Retail division.

Although sixty per cent of consumers cite health and beauty chain stores, such as Boots the Chemist and Superdrug, as the type of shop in which they personally prefer to buy beauty products, supermarkets are closing the gap at 43 per cent of shoppers.Â These types of shops are followed in preference by department stores, 23 per cent, independent chemists, 16 per cent, and home shopping (which includes mail order and internet shopping) 13 per cent.

With most supermarkets already extending their traditional grocery-led offers to include clothing and homewares, the study shows that supermarkets now have an opportunity to increase market share of health and beauty products, particularly amongst young singles and families, by offering convenience, competitive pricing, and a wide range of brands.

### Choice key for singles

Half of all singles\* prefer to buy their beauty products at the supermarket.Â To appeal to this group, supermarkets must tailor their offer to meet singlesâ€™ number one priority â€“ choice. When shopping for beauty products, 62 per cent of singles rank choice as the most important factor, compared to 49 per cent for all consumers.

Nearly a half, 46 per cent, of supermarket shoppers would welcome a wider choice of both skincare and cosmetics, and nearly two fifths, 39 per cent, would like to see more choice in hair-care.Â However, this is even higher among those aged 18- 34. Fifty-seven per cent want to see more choice when browsing the supermarket aisles for skincare products, 58 per cent want more cosmetics offerings and 52 per cent want more choice in hair care products.

Tim Maton, Director within Ipsos MORIâ€™s Retail division said:

â€œThe specialist health and beauty chains clearly have the edge in the luxury beauty product market, but the convenience of supermarkets appears to be making inroads here as it has in many other product ranges. Consumers, particularly those in their twenties and thirties, are happy to make their everyday health and beauty purchases at a supermarket if they can find the brands they prefer.â€•

### Empty nesters stick to tradition

Choice is the most important aspect to many empty nesters when shopping for beauty products as it is for other shoppers (47% compared to 46% on average).Â However, the research revealed that these older shoppers are least likely to purchase beauty products at the supermarket â€“ perhaps out of habit or loyalty to the specialist chains. Just 31 per cent of consumers aged 55 â€“ 64, and 33 per cent of those over 65, cite the supermarket as their preferred place to shop for beauty items, and the 55+ age group is the least likely to desire a wider choice of skincare, hair-care and cosmetic products available in supermarkets.Â

### Price must be right for family shoppers

In contrast to young singles and empty nesters, most consumers with families value price over choice. Over two fifths, 44 per cent, of families say that the most important aspect for them when shopping for beauty products is having the best price, compared to 35 per cent of all shoppers. As supermarkets frequently offer competitive price points, they will likely appeal to budget-conscious families in this respect. As such, nearly half, 49 per cent, of consumers with families prefer to do their beauty shopping at the supermarket.Â

Tim Maton comments:

Shoppers are looking for an affordable range of products that they don't need to go out of their way to buy whilst retaining the personalised shopping experience of a specialist store. While it's unlikely that supermarkets will be able to devote as many resources as department stores or independent chemists to face to face help and advice, there are other ways they can maximise their health and beauty offerings and demonstrate product knowledge. One tactic is to link health and beauty products to other product categories in ways which will appeal to consumers. For example, vitamins could be displayed near health foods, or cosmetics displayed near clothing.

In order to easily convey product benefits, supermarkets should stick to products that can be clearly linked back to value, such as over-the-counter medicine, vitamins, and trend-driven beauty items such as nail glosses, lipsticks and colour cosmetics. Add to these offerings a variety of brands, attractive price points, and smart product displays, and supermarkets can entice consumers to buy more than groceries.