

## Europe Beauty & Personal Care B2C E-Commerce Report 2012

Description: European Beauty Online Market growing despite low Sales Figures

In its "Europe Beauty & Personal Care B2C E-Commerce Report 2012", Hamburg-based secondary market research company yStats has compiled information about B2C E-Commerce with beauty and personal care products. The report analyzes B2C E-Commerce in various European countries, including Germany, France, UK, Belgium, Italy, Russia and five other countries. The report covers trends, revenue figures, product categories, and news regarding relevant players.

When it comes to beauty products, it is especially important for consumers to try them. Nonetheless, B2C E-Commerce continues to grow by a mid-range double-digit percentage figure in this sector in many European countries.

Beauty & Personal Care B2C E-Commerce soaring in many European Countries

In the UK, almost two thirds of all individuals aged 18 to 35 planned to spend more on beauty products online in 2012 than the previous year. Between 2010 and 2012, approximately one quarter of Internet users in France ordered health and beauty products online. In Belgium, approximately one fifth of all Internet users said in April 2012 that they were planning to buy personal care products within the next twelve months online and in the Netherlands, approximately one third of all health and beauty products were purchased online in 2011.

In 2011, B2C E-Commerce was the fastest growing distribution method for beauty products in Italy, growing approximately 20 percent year-on-year. Growth rates in other countries are quite similar. In Germany, however, B2C E-Commerce with beauty and personal care products as well as perfume decreased in 2011 compared to the previous year.

Beauty and personal care B2C E-Commerce is further developed in countries such as France and the UK, compared to countries such as Germany.

Key Findings

- While personal advice and the ability to test products are important to beauty consumers, beauty B2C E-Commerce is increasing in Germany.
- In the UK, almost two thirds of all individuals aged 18 to 35 planned to spend more on beauty products online in 2012 than the previous year.
- From 2009 to 2011, more than 20% of Internet users in France purchased "Health and Beauty Products" online.
- Online sales of "Cosmetics and Perfumes" in Russia grew to more than RUB 2 billion in 2011.
- "Cosmetics" was a leading online product category in Ukrainian B2C E-Commerce, being bought by approximately one-fifth of online shoppers in 2011.

Product Information:

- These market reports inform top managers about recent market trends and assist with strategic company decisions
- The authors provide secondary market research: By using various sources of information we ensure maximum objectivity for all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- The analyses, statistical reports and forecasts are only based on reliable sources including national and international statistical offices, industry and trade associations, business reports, business and company

databases, journals, company registries and news portals.

- The author's international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.

- All research results delivered as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.

\*For sample page request please contact our customer service team

## Contents:

### 1. MANAGEMENT SUMMARY

### 2. CENTRAL EUROPE

#### 2.1. Germany (Top Country)

- B2C E-Commerce Sales of Drugstore Products, Cosmetics, and Perfumery, in EUR million and in % of the total B2C E-Commerce Market, 2010 & 2011
- B2C E-Commerce Sales of Drugs, in EUR million and in % of the total B2C E-Commerce Market, 2010 & 2011
- Interactive Trade Sales, by Product Category, including Personal Hygiene/Cosmetics/Perfume, in EUR million, Q2 2012
- Online Beauty Product Purchases, by Product Category, in % of Consumers, H2 2011
- Share of Internet Users who have ever purchased Drugstore Articles online, total and by Gender, in %, Q1 2012
- Share of Internet Users who have ever purchased Drugstore Articles online, total and by Age, in %, Q1 2012
- Share of Internet Users who think that purchasing Drugstore Articles online in the Future is attractive, total and by Gender, in %, Q1 2012
- Share of Internet Users who think that purchasing Drugstore Articles online in the Future is attractive, total and by Age, in %, Q1 2012
- Christmas Presents Consumers plan to buy Online, by Product Category, incl. Cosmetics and Perfumes, in %, Christmas 2011

### 3. WESTERN EUROPE

#### 3.1. UK (Top Country)

- Trends about Women in the Age Group 18-35 shopping online for Health and Beauty Products, 2012
- Top Online Product Categories, including Cosmetics, Beauty, by average per Capita Spend in GBP, August 2010
- Online Shopping Product Categories, including Health and Beauty, by Year-on-Year Growth, in %, August 2011 vs. August 2012
- Online Shopping Product Categories, including Health and Beauty, by Year-on-Year Growth, in %, July 2011 vs. July 2012
- Online Shopping Product Categories, including Health and Beauty, by Year-on-Year Growth, in %, June 2011 vs. June 2012
- Online Shopping Product Categories, including Health and Beauty, by Year-on-Year Growth, in %, May 2011 vs. May 2012
- Online Sales of Health and Beauty Products, by Year-on-Year Growth, in %, January-August 2012
- Types of Goods and Services bought online, in % of Individuals, 2011
- Types of Goods and Services bought online, by Age Groups and Gender, in % of Individuals, 2011
- Products, including Cosmetics/Beauty Products and Baby Care Products, purchased via Mobile Phone, in % of Users, Q2 2011
- Health/Beauty B2C E-Commerce Player Trends, 2012

#### 3.2. France (Top Country)

- Trends about B2C E-commerce Subscriptions for Cosmetics, 2011/2012
- Types of Goods and Services bought online in France, including Health/Beauty, in % of Internet Users, 2009-2011
- Health/Beauty B2C E-Commerce Player Trends, 2012

#### 3.3. Belgium

- Types of Goods and Services bought online, including Health and Beauty Products, in % of Online Shoppers, 2011
- Leading Online Product Categories, including Personal Care Products, by further Intention to buy in the

following 12 Months, in % of Online Shoppers, April 2012

- Online Spending, by last purchased Product Category, including Health & Beauty, in EUR, April 2012

### 3.4. Italy

- Beauty Products Sales Channel Trends, including online, 2011 and Growth in Beauty Sales Channels, in %, 2011

- B2C E-Commerce Sales of Health and Beauty, in EUR billion and in % of the total B2C E-Commerce Market, 2010 & 2011

- Online Sales Growth by Product Category, including Health & Beauty, in %, 2012f vs. 2011

- Average Online Spending per Product Category, including Health & Beauty, in EUR, 2010

- Types of Goods and Services bought online in Italy, including Health and Beauty, in % of Sales, 2011

### 3.5. Netherlands

- Share of Purchases made online, by Product Category, including Health & Beauty (Cosmetics), in % of Individuals, 2011

### 3.6. Spain

- Beauty B2C E-Commerce Trends, 2011 and Factors influencing online Beauty Purchases, in %, 2011

- Goods and Services purchased on the Internet, including Groceries/Drugs/Perfumeries, in % of Online Shoppers, 2010

- Leading Health/Beauty B2C E-Commerce Players, 2012

## 4. EASTERN EUROPE

### 4.1. Russia (Top Country)

- Trends in Online Sales of Beauty Products, 2011

- Online Sales, by Product Category, including Cosmetics and Perfumes, in RUB billion, 2010 & 2011

- Products bought Online, by Category, including Cosmetics and Perfumes, in % of Online Shoppers, 2009 & 2011

- Leading online Product Categories of female Online Shoppers, by Product Category, including Cosmetics and Perfumes, in %, 2011

- Products bought Online, by Category, including Cosmetics and Perfumes, in % of Online Shoppers, August 2011

- Online Shoppers who bought Cosmetics and Perfumes, by Gender, in %, August 2011

- Place of Residence of Online Shoppers who bought Cosmetics and Perfumes, by Size of City, in % of Online Shoppers, August 2011

### 4.2. Czech Republic

- Types of Goods ordered online, including Cosmetics, in % of Online Shoppers aged 16+, 12 Months to Q2 2011

### 4.3. Turkey

- Market Trends about Beauty B2C E-Commerce, 2011 & 2012

### 4.4. Ukraine

- Product Categories, including Cosmetics, sold by Distance Selling Companies, including Online, in %, 2011

- Leading online Product Categories, including Cosmetics, in % of Online Shoppers, September 2009 & April 2011

Ordering:

Order Online - <http://www.researchandmarkets.com/reports/2318843/>

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,  
Guinness Centre,  
Taylors Lane,  
Dublin 8,  
Ireland.



## Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

<http://www.researchandmarkets.com/contact/>

## Order Information

Please verify that the product information is correct and select the format(s) you require.

Product Name: Europe Beauty & Personal Care B2C E-Commerce Report 2012  
Web Address: <http://www.researchandmarkets.com/reports/2318843/>  
Office Code: OC8DIRQONOWUSS

## Product Formats

Please select the product formats and quantity you require:

	Quantity	
Electronic (PDF) - Single User:	<input type="checkbox"/>	€950
Hard Copy:	<input type="checkbox"/>	€1,050 + Euro €50 Shipping/Handling
CD ROM:	<input type="checkbox"/>	€1,050 + Euro €50 Shipping/Handling
Electronic (PDF) - Site License:	<input type="checkbox"/>	€1,900
Electronic (PDF) - Enterprisewide:	<input type="checkbox"/>	€2,850

\* Shipping/Handling is only charged once per order.

## Contact Information

Please enter all the information below in **BLOCK CAPITALS**

Title: Mr  Mrs  Dr  Miss  Ms  Prof

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email Address: \* \_\_\_\_\_

Job Title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Postal / Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

\* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)



**Payment Information**

Please indicate the payment method you would like to use by selecting the appropriate box.

- Pay by credit card:
  - American Express
  - Diners Club
  - Master Card
  - Visa

Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Expiry Date \_\_\_\_\_ | \_\_\_\_\_

Card Number \_\_\_\_\_

CVV Number \_\_\_\_\_

Issue Date \_\_\_\_\_ | \_\_\_\_\_

(for Diners Club only)

- Pay by check:

Please post the check, accompanied by this form, to:

Research and Markets,  
Guinness Center,  
Taylors Lane,  
Dublin 8,  
Ireland.

- Pay by wire transfer:

Please transfer funds to:

Account number	833 130 83
Sort code	98-53-30
Swift code	ULSBIE2D
IBAN number	IE78ULSB98533083313083
Bank Address	Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: \_\_\_\_\_

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at <http://www.researchandmarkets.com/info/terms.asp>

**Please fax this form to:**  
**(646) 607-1907 or (646) 964-6609 - From USA**  
**+353-1-481-1716 or +353-1-653-1571 - From Rest of World**