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Data



France's beauty market

- **Sales of hygiene and beauty products in France** were better in 2018 than in 2017, but still recorded a 0.2% decline in value and 0.8% drop in volume, according to figures from Kantar Worldpanel presented at a CEW France event in Paris last week. Kantar said that consumers in the country had simplified their beauty routines and that the natural trend is also resulting in fewer purchases. Facial skincare was the category that recruited the largest number of new consumers in France in 2018.
- Kantar reported that e-commerce is becoming more important, with **one in three French consumers buying hygiene and beauty products online** in the year to September 2018, for a total spend of €1.54bn. French consumers purchase hygiene and beauty products 4.2 times per year online and spend €23.10 on 2.3 items each time they buy.
- Kantar stated that **advertising investment in hygiene and beauty products in France** reached €1.9bn in 2018, an increase of 2% over 2017. Some 71% of spend was on TV ads (+6% vs 2017), while 15% was in the press (-7% vs 2017) and 5% was on web display ads (-11% vs 2017). By category, fragrance accounts for 33% of ad spend at €636m, up 1% compared with 2017. Skincare ad spend reached €460m last year, up 5%, while ad spend on make-up rose 18% to €101m. The biggest category for ad spend is the 'other' segment, which includes daily hygiene products and accounts for 38% of spend, or €738m.