

How Britain Shops 2009 - Personal Care

More consumers are shopping for personal care than ever before, with the share of consumers shopping regularly for personal care up 5.6 percentage points on 2008. This has been driven by three main factors. Firstly a rise in men buying personal care, with men now making up 39.5% of shoppers, an increase of 2.8 percentage points. Secondly, the rapid expansion of the supermarkets and enhancements to their personal care offers - which has seen their visitor share numbers increase by 14.3 percentage points, continues to encourage impulse spend and more regular personal care purchases. Finally, the sector is not impacted by recession due to the essential nature of the purchase and women not willing to cut out this element of their spend.

Some key questions answered by this report:

- Why is the largest specialist Boots losing market share?
- What are the drivers of customer loyalty?
- How have the drivers of spend, such as price, range and service changed?

Companies profiled in this report:

- Asda • Avon • Boots • Morrison • Sainsbury • Savers • Superdrug • Tesco • Wilkinson

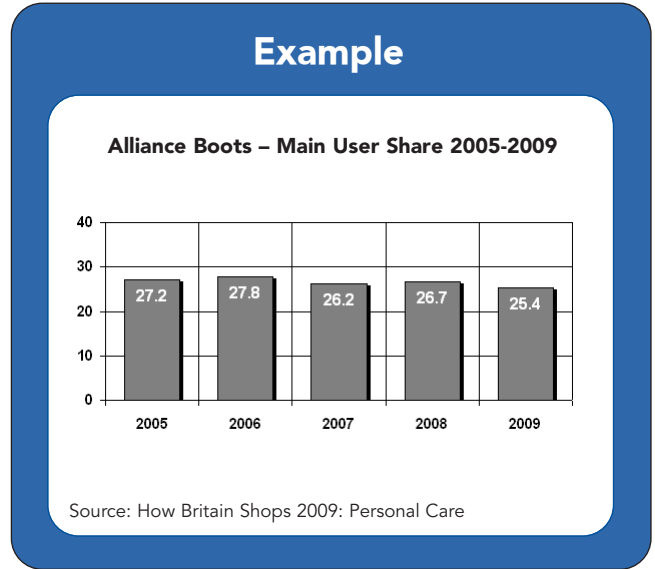


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