

(Free read ebook) Personalization Trends in Personal Care

## Personalization Trends in Personal Care

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### Personalization Trends in Personal Care

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**Michaela Peck : Personalization Trends in Personal Care** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Personalization Trends in Personal Care:

IntroductionPersonal care products are being more closely aligned with consumers' personal values, lifestyle aspirations, attribute preferences, and individual beauty requirements. Personalized offerings are highly valued because they provide a superior fit and therefore superior user satisfaction. This leads to consumer preferences

becoming stronger and more forcefully expressed. Features and benefits Utilize product, consumer, and market insight intelligence to better evaluate the market opportunities that consumers' personalized demands bring. Understand the implications of the personalization trend by personal care category and country. Identify and capitalize on the most pervasive personalization expectations shaping today's skincare, make-up, haircare, and oral hygiene markets. Access insightful proprietary consumer opinion data highlighting the prevailing attitudes towards a wide array of beauty issues. Highlights People desire products and services which are personalized to them. With nearly three quarters (73%) of consumers attaching importance to "individuality and being able to express oneself," it is clear that individualistic desires will see personal care consumers being drawn towards products offering a more intimate and personalized brand experience Consumers' value-for-money judgments extend beyond price consciousness. For 72% of shoppers, personalized benefits are deemed the most influential factor in deciding whether a product offers good value-for-money. Personalized benefits will thus serve to raise a product's value proposition and promote brand loyalty. While consumers are gravitating towards narrower, highly defined products, a relatively large segment will continue to purchase all-encompassing products which appeal to the widest possible number of consumers. This necessitates a diverse product/brand portfolio in order to appeal to the differing expectations that exist. Your key questions answered What are the key consumer demands driving the personalization trend within the personal care space? How do they vary by country? What can personal care manufacturers learn from other sectors and industries in responding to consumers' personalization needs? To what extent do consumers' personalization demands influence their value-for-money judgements and brand loyalties? How can manufacturers better communicate personalized branding efforts to the consumer? How can consumers' personalization demands be addressed in-store using creative and engaging retail concepts?