

Press Release

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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.com 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.

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