

HOW BOOTS CUSTOMERS ARE SHOPPING SKINCARE IN 2020



STOCKING OVER 120 SKINCARE BRANDS, BOOTS HAS SOMETHING FOR EVERYONE

7 OF THE BEST-SELLING SKINCARE PRODUCTS OVER THE LAST 3 MONTHS AT BOOTS

- Soap & Glory Face Soap & Clarity Vitamin C Facial Wash 350ml
- L'Oreal Paris Revitalift Filler 1.5% Pure Hyaluronic Acid Serum 30ml
- Olay Regenerist 3 Point Firming Anti-Ageing Cream Moisturiser 50ml
- No7 Advanced Retinol 1.5% Complex Night Concentrate
- Pixi Glow Tonic 100ml
- No7 LABORATORIES LINE CORRECTING Booster Serum 15ml
- Boots Vitamin C Moisturising Cream

10 MOST SEARCHED FOR SKINCARE RELATED TERMS ON BOOTS.COM

- The Ordinary Face Mask
- La Roche Posay Lip Balm
- Hand Cream
- Garnier Eye Cream
- Ole Henriksen Face Wash
- Toner

90% of the UK live within a 10-minute drive of Boots store. Through the **click and collect** service on **Boots.com** customers can get their favourite skincare products the next day.

MOST SEARCHED FOR SKINCARE INGREDIENTS

- Retinol
- Salicylic acid
- Vitamin C
- Hyaluronic acid
- Tea tree

5 OF THE BEST RATED PRODUCTS ON BOOTS.COM ARE...

- Clarins Extra-Firming Phyto-Serum 50ml
- Lancôme Absolue Nuit Premium SSX Replenishing Night Cream
- Clinique Pep-Start Eye Cream
- Origins United State Balancing Tonic
- Liz Earle Balancing Gel Mask

“The exclusive Liz Earle Cleanse and Polish is one of Boots’ most awarded products, raking in 130 awards so far – with nine selling every hour throughout July.”

Around 1 Pixi Glow Tonic is bought every minute on Boots.com

FASTEST GROWING SKIN CARE CATEGORIES



“The average amount customers spend on a skincare product in one shop on Boots.com is £21.41.”

One Wishful Yo Glow Enzyme Scrub sold every two minutes on the day it launched at Boots

Sales of the CeraVe range was up 459% in July

No7'S TOP 3 BEST SELLERS

- Advanced Retinol 1.5% Complex Night Concentrate
- Laboratories Line Correcting Booster Serum
- Protect and Perfect Intense Advanced Day Cream

#1 BEAUTY PRODUCT The No7 ADVANCED Retinol 1.5% Complex Night Concentrate was the #1 beauty product in Boots stores and online throughout lockdown.

120% increase in searches of Retinol on Boots.com

49% increase in Retinol sales on Boots.com