

Shop Association releases Storedits global display research

A new research report from Shop! Environments Association, Storedits: Skin Care, Make-up and Cosmetics, shares findings from 177 store audits of skin care, make-up, and cosmetics displays across Europe, Asia, Africa, and North America.

Designed to offer insights into the \$532.4 billion market, the report provides a snapshot of the retail stores carrying these products and assessments for display elements within them.



Bath & Body Works. Credit: Leo van de Polder

The study reviewed more than 2,200 images from 177 store surveys, providing cross-country comparisons of in-store marketing materials and retail elements such as POP displays/fixtures, digital, mobile and interactive media, signage & type of messaging, sensory media, promotions/demonstrations, store and shop-in-shop design, and fixture display lighting.

The study finds that physical stores have an important role in the global cosmetics and skin care categories, with shopper demand for 'try before you buy' placing them ahead of online retailers. Global sales in both categories are forecast to grow, driven by a number of positive consumer trends as well as the population growth in emerging markets.

"POP displays undoubtedly have a key role in influencing shoppers' purchase decisions, with 17% of shoppers in the United States alone citing in-store displays as the most influential media encouraging them to buy a new beauty product," says Leo van de Polder, MaRC, global development director at Shop.

Storedits [stor-ditz] is an analytical qualitative survey of a retail space. The 2019 report focused on the skin care and cosmetics segment. POPAI UK & Ireland managed the project that included with field research, data processing and analysis. Along with other members of the Shop Global Network, researchers conducted audits in 13 countries across Europe, Asia, Africa, and North America.

“This research project underscores how strong alliances among our Shop Global Network members can result in the creation of an essential tool for the industry at large,” says Todd Dittman, executive director at Shop.

“For several years, the Storedits study has been identifying how POP displays are being deployed in different categories and retail channels across the world. This year, it was expanded to North America and covers the explosive market of skin care and make-up/cosmetics, which is expected to reach a value of \$805.6 billion by 2023.”

The report is free to Shop Association members and the industry, thanks to generous contributions by platinum sponsor Westrock and gold sponsors Hera Lighting and Essentra Specialty Tapes. Copies can be downloaded at <https://www.shopassociation.org/storedits/>.

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