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Celebrity Worship and the Beauty Industry



It's no secret that celebrities, by their actions, what they wear and do, have almost become a religion to some. Their beauty secrets and product endorsements have become big business. However, is the ever-increasing trend of celebrity endorsement of beauty products and celebrity created scents and products going to last? The answer seems to be yes in some areas and no in others.

In the cosmetic surgery industry prospective patients' may likely continue to demand to look like their favorite celebrity or at least to have some of their features. Recent reports have shown an increase in this area. Recently, reports from cosmetic organizations and plastic surgeons have agreed that this is an increasing trend. Cosmetic dermatologist Professor Eva Shamban in an address to her colleagues in Australia indicated that this is not a passing fad, stating that "...that's not about to change. The exotic look, like (actresses) Halle Berry and Penelope Cruz, is here to stay, and Angelina (Jolie) is the ultimate embodiment of that."

Cosmetic manufacturers and skin care makers spend mega-bucks to get high profile celebrities to endorse their products. According to an article published by Intangible Business on "Celebrity Endorsement" in September 2006 "There are signs that firms are becoming disillusioned with the cult of celebrity. Some brands are shying away from big names and ditching endorsements...because marketing execs are expressing concerns over their brands being overshadowed by the stars who are promoting them." In short marketing executives believe that they are in effect paying big bucks to celebrity endorsers to overshadow their products.

A study conducted at the University of Bath (School of Management) in the UK and the University of Gallen in Switzerland states that " advertisements that feature global stars are less likely to entice than ones showing `ordinary` people ", hence supporting the belief that celebrity endorsement in the industry may be slowing.

Another area where analysts in the industry are predicting a celebrity backlash is the fragrance industry. It is believed that the fragrance market is over-saturated with celebrity endorsed or signature scents and the tide will begin to change. Euromonitor International's recent report, The World Market for Cosmetics and Toiletries indicates that in the US "mass fragrance sales are predicted to decline by 25% by 2010 as the celebrity trend weakens." This expected backlash will force "...global perfume manufacturers to rethink their future strategies as celebrity perfume sales ...suffer."

It is believed that the future trend in the fragrance industry will see sales being driven by quality rather than star power. Euromonitor reports that the current global market for premium fragrances is US\$18.7 billion, accounting for 60% of the total market share for fragrances.

Cosmetic manufacturers will continue to sign big names to promote their products, but they will also be focusing on improving quality in their marketing efforts.