



LONDON or LIVERPOOL?

Discover which U.K. cities are most promising for your brand

[New case study >](#)

Sales going great in London? Need a nudge in Belfast? Our **Top Cities Report** can help you create **winning business strategies** based on the specific characteristics of the top cities for beauty sales in the U.K.

It reveals **which cities** should be your focus for growing market share and reaching new consumers. You can use this insight to **inform marketing tactics, promotions, and distribution strategies**. Compete at the local level, in the cities that matter most to your bottom line.

[See more in our case study – Zoom In: Discover City-by-City Growth Opportunities >](#)

London, Belfast, Liverpool, and more. The new report provides data and insights about cities across the U.K., so you can get the right products in the right places for the right people.

The Top Cities Report answers these questions and many others:

- ✓ How does price vary by city?
- ✓ How can you increase market share in particular cities?
- ✓ How are you performing against competitors in the top U.K. cities?
- ✓ Which city should be your next target for market share growth?

Questions? Contact your NPD account representative to learn more.



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