

Beauty beyond COVID-19



BEAUTY BEFORE THE PANDEMIC

For women, beauty products ranked among the "essentials"
 % of female/male internet users in the U.S./UK who used the following products at least fortnightly before the outbreak



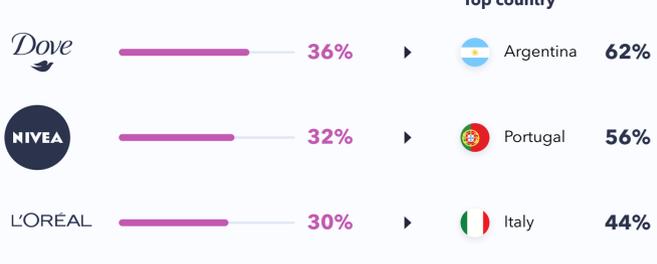
Pre-coronavirus, beauty buyers were 54% more likely to discover brands via product samples

Online beauty buying was centered around make-up
 % of global pre-coronavirus beauty buyers who purchased the following products online each month



Among make-up buyers, those who buy it online are... Over 40% more likely to use brands like MAC and Estée Lauder

Top brands used
 % of global pre-coronavirus beauty buyers who used the following beauty brands at least once a week



Among skincare buyers, millennials are... 20% more likely to use brands like SK-II and Clarins

STAY-AT-HOME BEAUTY HABITS

Simplicity and ease are the new beauty standards
 % of female/male beauty buyers in the U.S./UK who say the following about their daily beauty routine since the outbreak

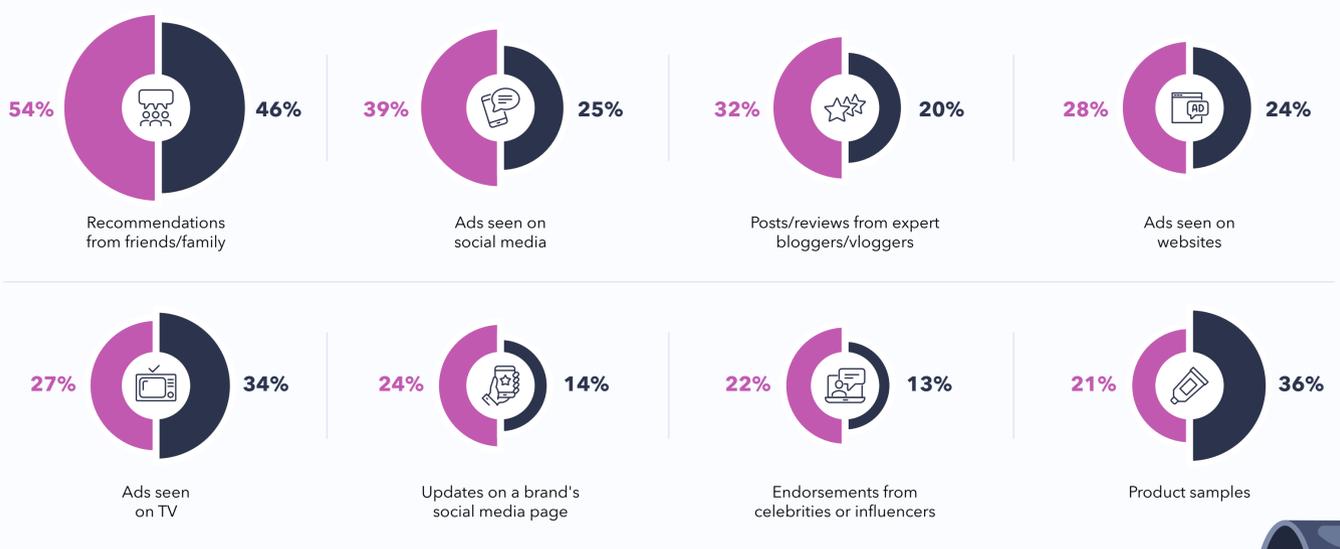


Around one-third of beauty buyers are more likely to buy beauty products online post-outbreak

The accelerated move to online channels means brands need to pivot their efforts where possible

BRAND DISCOVERY AND FUTURE EXPECTATIONS

For Gen Z, peer advice and social ads take center stage
 % of beauty buyers in the U.S./UK who tend to discover skincare/beauty brands or products in the following ways



47% of beauty buyers mainly use social media to research products to buy



Brands need to find ways of emulating the "in-store" experience online - such as providing home samples or online tutorials

