

# 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

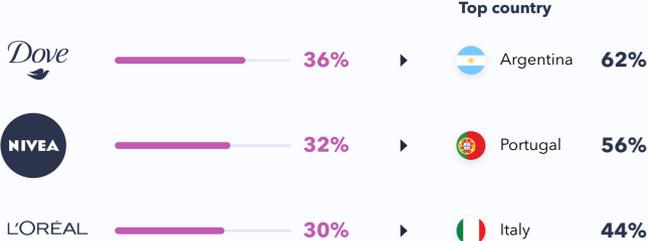


Among make-up buyers, those who buy it online are...

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



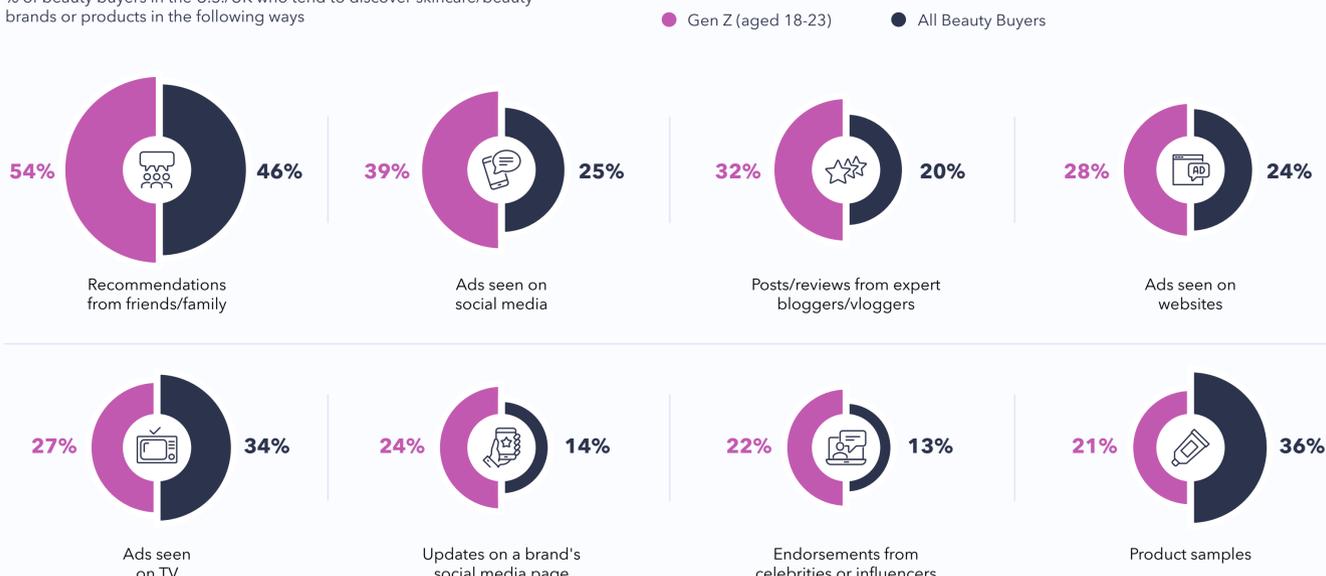
Around one-third of beauty buyers are more likely to buy beauty products online post-outbreak

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

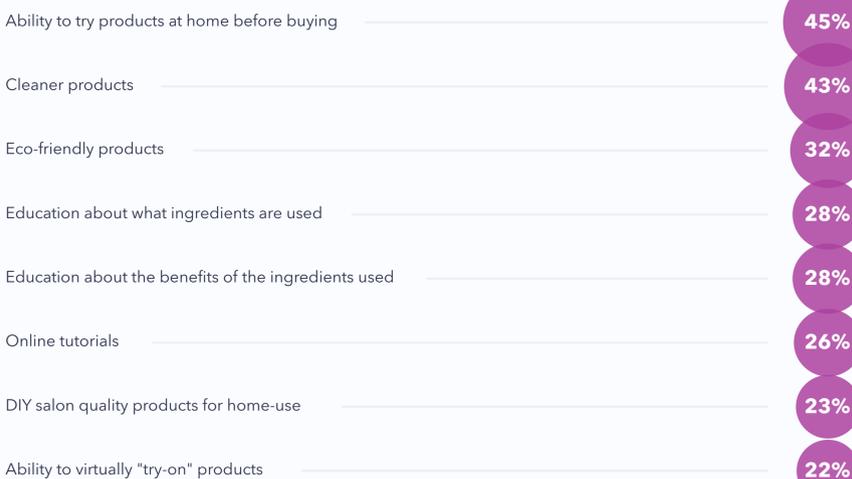
% of beauty buyers in the U.S./UK who tend to discover skincare/beauty brands or products in the following ways



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

### Beauty buyers still want to try before they buy

% of beauty buyers in the U.S./UK who would be interested in seeing their favorite skincare/beauty brands offer more of the following



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