

Beauty Survey 2020: Key Insights

October 2020

Table of Contents

INTRODUCTION

Overview of Euromonitor's Beauty Survey

Euromonitor's Beauty Survey uncovers insights about today's consumers

UNDERSTANDING THE 2020 BEAUTY SHOPPER

Shopping for beauty and personal care products in 2020

Shopping for skin care products in 2020

Shopping for hair care products in 2020

Shopping for colour cosmetics in 2020

HAND HYGIENE IN THE AGE OF CORONAVIRUS

Hand washing and sanitising habits in the age of COVID-19

Women and older consumers lead the way in frequent hand washing

Growing importance of hand care to heal frequently-washed skin

SELF-CARE AT HOME

Baths, manicures and deep conditioning lead self care in 2020

A different kind of face mask for self care at home in 2020

SYSTEM OVERVIEW

Unique features of Euromonitor's Beauty Survey

Extensive coverage of beauty routines and purchases across 40 products

Detailed questions covering each step in the path to purchase

Questions exploring how consumers perceive 700+ beauty brands

Who we surveyed and what we asked

Country coverage: 20 markets surveyed

New in 2020: expanded questions related to everyday hygiene

Range of research applications

ABOUT OUR RESEARCH

Beauty Survey is one of Euromonitor's annual consumer tracking surveys

Information about Euromonitor's syndicated survey methods

Beauty Survey: FAQs

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-survey-2020-key-insights/report.