

ZOOMING INTO BEAUTY – A PROGRESSIVE PARADIGM SHIFT

Product research changed this past year with labs and focus group facilities shuttered for a time, putting the brakes on eye-opening consumer insights that can either make or break a product launch. While this was an initial hiccup for brands, technology has come to the rescue with more streamlined, effective, quicker and less costly ways to garner insights from intimate groups of buyers.

Savvy brands have found virtual focus groups to be their new ongoing solution to understanding the consumer’s point of view in small group settings. Brands save time and money by eliminating travel costs while watching valuable findings webinar-style from the comfort of their office chair. And, this research doesn’t depend on a facility, it’s where the buyer is – online and at home – and the consumer is eating it up!



Since the beginning of the pandemic

78% of beauty buyers have participated in video conferencing calls from home:

- **70%** for work
- **88%** to connect with friends and family
- She **equally splits** her on-camera time between work and socializing

Online videos call are a regular occurrence:

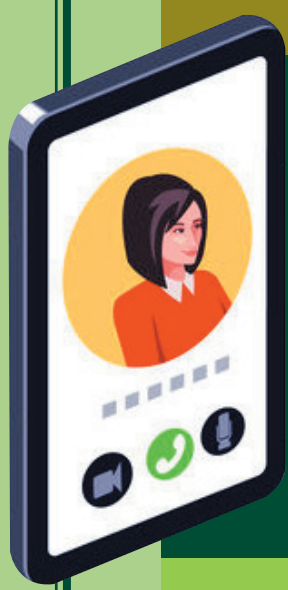
- **30%** several times per week
- **17%** several times per day
- **17%** once a week
- **9%** once daily

Smile, you’re on camera:

- **56%** report ALWAYS having their camera on
- **40%** sometimes have their camera on
- **37%** *always* do their hair and makeup for virtual work calls
- **22%** *always* do their hair and makeup for personal calls

Her fave solutions:

- **87%** Zoom
- **51%** Facetime
- **41%** Facebook Messenger Video



She is still obsessed with beauty!

- **60%** have discussed beauty/personal care with friends/family on a video call since March 2020
- **21%** have participated in a beauty/personal care influencer/brand webinar as an attendee



95% want to participate in beauty/personal care focus groups

- **58%** want to participate virtually from home only
- **3%** want in-person only
- **34%** would participate virtually or in-person



These types of groups hold the most interest:

- **85%** a focus group discussion with a moderator and 4-5 other participants
- **84%** participating in research that requires her to use a product and create a daily video log
- **82%** looking at a virtual store shelf and telling the moderator what she’d pick up and why
- **66%** one-on-one with a moderator, “just me and the moderator”
- **56%** usage group, i.e. where she would show the moderator how she washes her face in her own bathroom sink



Why virtual works for her:

- **96%** would feel good about sharing favorite products, beauty regimen and opinions in a virtual setting
- **95%** would enjoy testing products in a virtual setting and share opinions in real time with others
- **94%** interested in virtual groups with like-minded people to talk beauty product likes/dislikes, current product needs and favorite brands



The sweet spot! Time and incentive – what she thinks is the perfect amount:

- **99%** say \$100 for a 1 hour virtual focus group is fair compensation

Top reasons she is interested in participating in an online focus group:

- 1) Like the idea of not travelling to a focus group facility – easy to do at home (**95%**)
- 2) To share my views with a brand to create products for my specific needs (**82%**)
- 3) Believe brands should gather opinions from consumer prior to product development (**82%**)

Focus group subjects she’s most interested in:

- 1) Hair care products (**78%**)
- 2) Cosmetics/makeup (**78%**)
- 3) Anti-Aging products (**74%**)
- 4) Product usage (**67%**)
- 5) Devices (**65%**)



Interested in conducting virtual focus groups? Our expert moderators facilitate intimate in-person or virtual focus groups that explore your buyers’ purchase habits, needs, opinions and buying motivators. Call 703.871.5300, visit benchmarkingcompany.com or info@benchmarkingcompany.com for more information on this type of qualitative research, consumer in-home use testing or customized quantitative consumer research.