



PinkReport: 10 Year Beauty Benchmark (2006-2016) — A Consumer Love Affair with All Things Beauty

Welcome to The Benchmarking Company's PinkReport: 10 Year Beauty Benchmark (2006-2016)—A Consumer Love Affair with All Things Beauty! Each year, we report on what's moving and shaking the beauty industry and this past year, we decided to look back to our first ever PinkReport, and dive deep into what makes today's beauty consumer tick. Her loves, her favs, her has-beens. . .and everything in between. Analyzing her purchase patterns, top influencers, shopping behaviors and buying habits, we give you a personal introduction to what today's beauty consumer expects from your brand, and it's all just a click away!

Download the full 170 page report at www.benchmarkingcompany.com/pinkreports/

Today, she's a Big Spender Every Month

- 31%** spend more than \$51 per month on cosmetics/makeup
- 29%** spend as much per month on facial skincare
- 21%** spend as much per month on hair care/tools
- 16%** spend as much on bath & body products



She Shops for Beauty Much More Often Now

	2006	2016
Shops for beauty weekly	9%	24%
Shops for beauty monthly	24%	41%

How Have her Favorites Changed?

	2006	2016
Favorite mass color cosmetics brand	Cover Girl	Cover Girl
Favorite masstige color cosmetics brand	Avon	Physician's Formula
Favorite prestige color cosmetics brand	Clinique	Urban Decay



She Buys Beauty because she wants to... Not Because she Needs to

Only **19%** of women purchase new products because they ran out

Her #1 Reason for Purchase?

"I liked the way the product looked on someone else"

Trust is a Must

- 63%** say family and friends are their most trusted beauty influencers
- 83%** say positive consumer claims significantly influence their decision to purchase beauty products.
- 70%** agree that reviews posted on reputable sites are one of the most important purchase factors
- 47%** would use more beauty products if those products had consumer claims



Online is her go to for Beauty 411...

- In 2006, only 49% of women used online outlets to compare prices. In 2016, 72% of women do.**
- 87%** spend **50%** of their time online (not work) researching beauty products before making a purchase
- 53%** get beauty information from a social site (Facebook, Instagram, etc.)
- 61%** get info from a beauty brand website
- 61%** of women have bought beauty products online in the past 12 months



- 87%** of beauty consumers spend more time online than they did 10 years ago
- 74%** of consumers are buying more beauty products based on their online activities than they did 10 years ago

Which Brands have moved the Brand Awareness Needle Farthest in 10 years?

- Philosophy **+43%**
- Stila **+37%**
- Murad **+36%**

90% of women leave comments online because they want to be social!

"I love the product and want to share my experience with other women!"

What Else is she Doing Online?

- 61%** look up product reviews
- 26%** read what beauty influencers have to say while
- 32%** visit Vlogger sites like YouTube

The Next 10 Years

- 82%** believe personalized beauty technology will become more popular in the next 10 years
- 86%** expect to purchase an app that monitors their skin health or helps find the perfect look
- 81%** believe consumer claims, from women with similar skin concerns, will become more popular

Newest Product Darlings?

- 90%** of consumers are interested in an ingestible that could improve beauty from the inside out
- 62%** would be interested in using a sunscreen product in pill form
- 2 out of 3** women believe life-proof makeup will become more popular over the next 10 years

Call 703.871.5300 or visit beautyproducttesting.com or info@benchmarkingcompany.com for information on Beauty Product Testing and specialized beauty consumer research.