Count On Claims

Claims have become a vital part of how brands communicate their benefits, results, and promises to consumers. But just how influential are claims to what consumers are buying, using, and seeking out? Turns out, very! We asked over 5,800 US female and male beauty and personal care consumers to share their thoughts on claims, specifically ones derived from women, or men like them. Read on to find out which types of claims matter, the products benefitting most from claims, and more.

Key Stats

- **86% of women / 71% of men** *notice claims in beauty/personal care brand advertising and/or packaging*
- **89% of women / 79% of men** say that consumer claims are influential in their decision to purchase beauty/ personal care products while more than **2 out of 3** women and **1 out of 2** men say claims impact their decision to buy more today than 5 years ago (54% of men)
- **73% of women / 62% of men** *have purchased a product as a result of reading a consumer claim on a package, in an advertisement or in an in-store display*
- *The magic number of participants to make a study believable?* **Over 100.**
- *For a claim to be believable*, consumers believe claims percentages must be in the 80s or higher!

What Women and Men Look for in a Claim:

- **97% of women / 91% of men** - have similar skin care concerns
- **96% of women / 89% of men** - are their same age
- **93% of women / 88% of men** - have similar cosmetics needs/ grooming needs
- **82% of women / 75% of men** - are of the same ethnicity

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Consumers Want Proof, Especially When Looking to Purchase These Products

Ranking	Women	Men
1	Facial treatment products	Shaving/ Grooming
2	Facial moisturizer	Deodorant
3	Beauty device products/Toothpaste	Teeth whitening kit
4	Teeth whitening kit	Shampoo
5	Facial cleanser	Body Wash/ Electric Razor

What Tilts the Scale in Favor of a Purchase?

86% What a friend says about a product	**VS.**	**14%** What the brand says about a product
73% Consumer claims	**VS.**	**27%** Clinical claims
68% Accessibility (where you can buy it)	**VS.**	**31%** How fast it will arrive at my house
63% Number of positive reviews	**VS.**	**37%** Price
56% Fantastic results over time	**VS.**	**44%** Good results fast

They Find Consumer Claims Most Compelling

When shown consumer and clinical claims from actual print advertisements touting the same product benefits, respondents stated the consumer claim was more compelling than the clinical claim for the same product.

| Product	Consumer Claim	Clinical Claim
Anti-aging serum	82%	18%
Razor	81%	19%
Mascara	75%	25%
Eye cream (anti-aging)	69%	31%
Acne solution	69%	31%
Deodorant	68%	32%
Lip balm	66%	34%
Brightening solution	65%	35%
Anti-aging skincare	61%	39%
Facial moisturizer	61%	39%

The G2G Phenomenon at Work (that's girlfriend to girlfriend or guy to guy!)

If **women** or **men** find a product they really like they are likely to:

- **96% of women / 83% of men** tell a friend
- **95% of women / 88% of men** buy another product made from the same company
- **94% of women / 86% of men** tell a family member
- **90% of women / 70% of men** tell a colleague
- **2 out of 3** post a note on social media

But if they don't like it, they are likely to:

- Nearly 3 out of 4 will share with their friends and family
- **60% of women / 54% of men** will write an online review
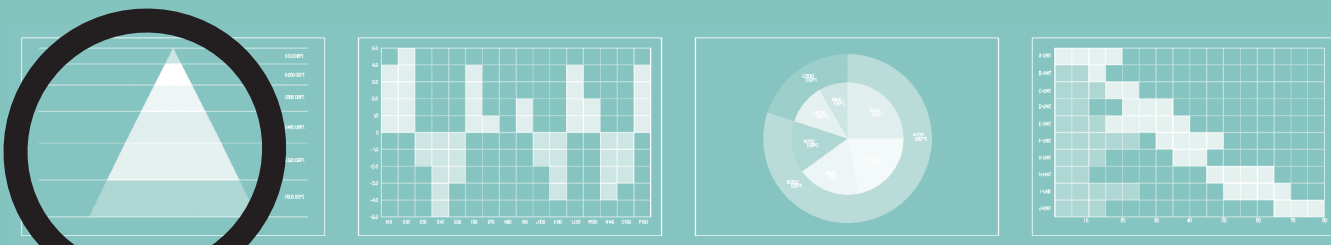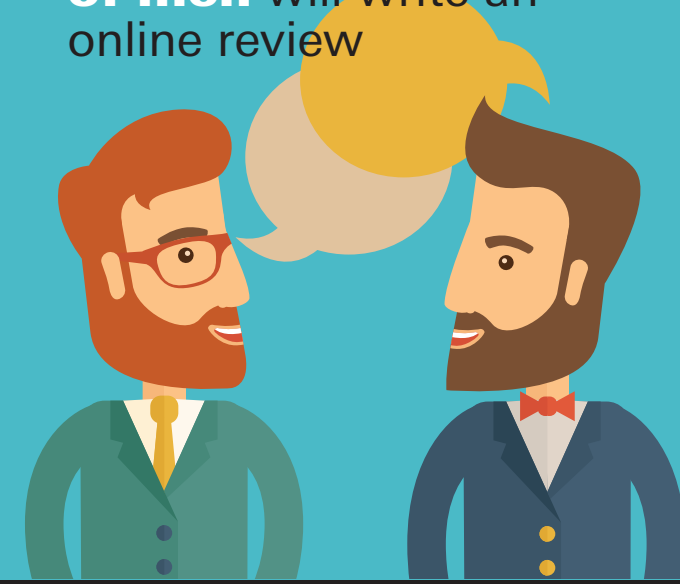
Transparency is Expected when Making Claims

Disclosure Expected	Women	Men
Number of people in study	74%	62%
Attributes of the study participants, i.e. oily skin, acne	72%	54%
Length of study	66%	58%
If conducted by 3rd party/ independent research firm	62%	53%

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Beauty & Personal Care Consumer Research