The Consumer's Evolving Relationship with Beauty during COVID-19

Happi Webinar
May 19, 2020

theBenchmarkingCompany
Beauty & Personal Care Consumer Research

Agenda & Methodology

Today we'll cover:

- What's Happening in Her World
- How Behaviors Have Changed
- Her Beauty Spend
- What's New & Exciting
- What She Wants From You
- Her Beauty Outlook
- Planning for Recovery

TBC conducted primary online research, up to 42 questions, US female beauty buyers ages 18+

- March 25, 2020: 5,500+
- May 5, 2020: 5,300+

What's Happening in Her World

March 25, 2020

57% Sheltering in place
75% Occasional grocery store
14% Not leaving home AT ALL
11% Social distancing, but small gatherings OK

13% Work hours reduced
15% Laid off/lost job

58% I am fearful for my own safety
10% I know someone who has the virus
1% Someone in my home has the virus

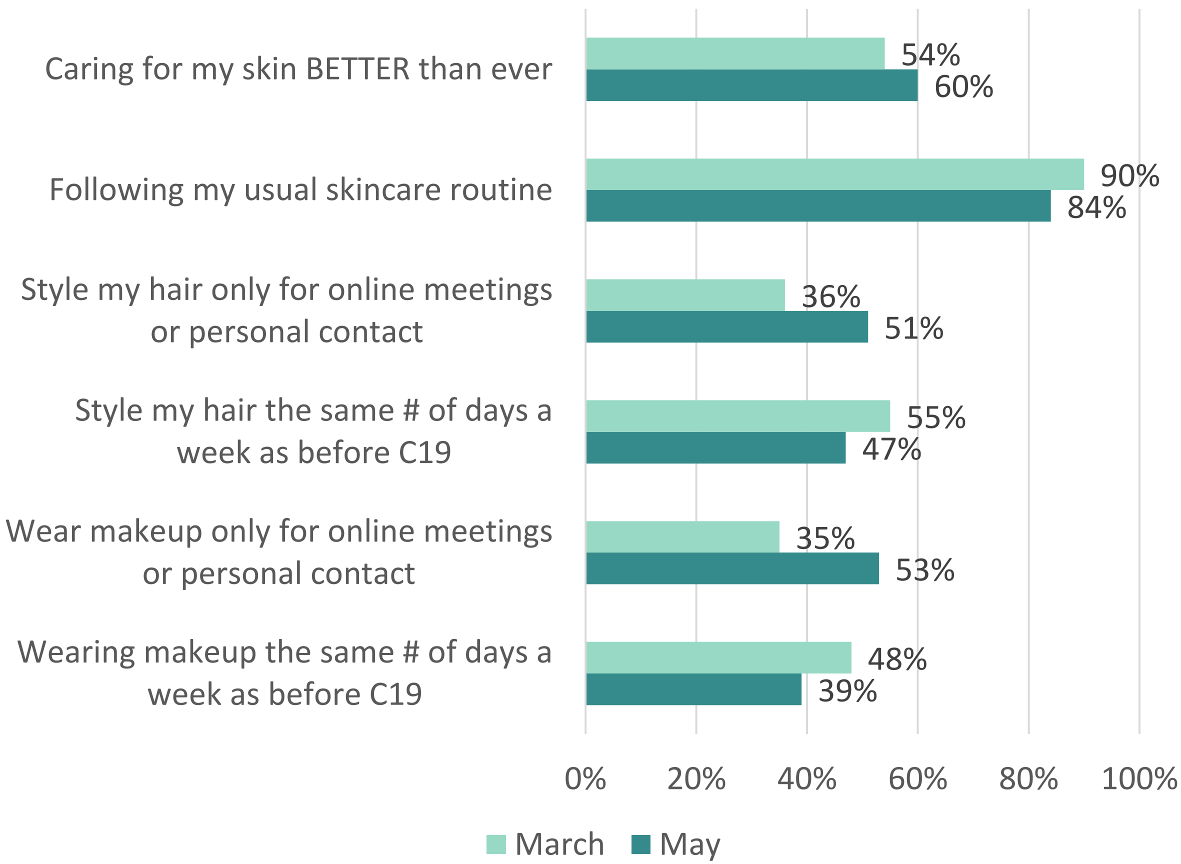
May 5, 2020

87% Sheltering in place
75% Occasional grocery store
8% Not leaving home AT ALL
4% Social distancing, but small gatherings OK

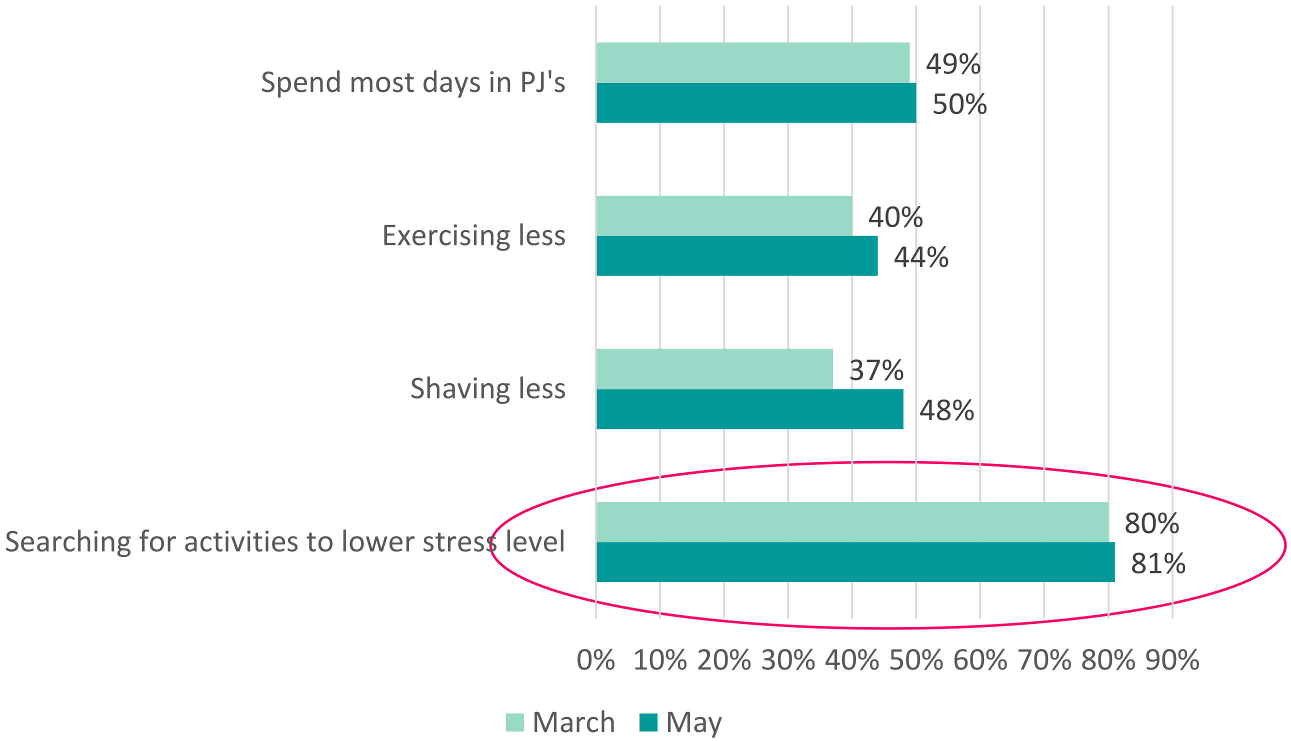
17% Work hours reduced
22% Laid off/lost job

49% I am fearful for my own safety
32% I know someone who has the virus
2% Someone in my home has the virus

How Behaviors have Changed



How Behaviors Have Changed



Does taking care of your hair and beauty needs reduce stress for you?

March: 66% yes

May: 80% yes

How she's trying to de-stress and pamper herself (now):

63% face mask
62% paint my own nails
55% deep condition my hair
50% take long baths
46% use foot/hand conditioning or exfoliating treatment
40% give myself a facial

The Ups and Downs of Her Beauty Spend

Beauty

March	*May*
More: **12%**	More: **20%**
Same: **43%**	Same: **40%**
Less: **45%**	Less: **39%**

Personal Care

March	*May*
More: **16%**	More: **18%**
Same: **57%**	Same: **57%**
Less: **27%**	Less: **25%**

Win

Buying at brand-specific beauty retailers up from ***40%*** *in March to* ***47%*** *in May*

Could Struggle

Of the 32% who said they had subscription beauty box services right before Covid-19, **36% have since cancelled them**.

Online Brands

Subscription Boxes

What's New & Exciting

Spending More <u>Time</u> Now:

	March	*May*
Shopping for online beauty:	**27%**	**34%**
Watching beauty tutorials:	**26%**	**29%**
Visiting beauty brand social pages:	**28%**	**30%**
Reading reviews & consumer claims:	**30%**	**34%**
Noticing emails from beauty brands:	**41%**	**43%**
Opening up those emails:	**57%**	**61%**

Prior to C19 had <u>PROFESSIONALLY</u> done:
Hair color: **44%**
Mani-pedi: **40%**

Since C19 have done yourself:
Colored my own hair: **37%**
Did my own nails: **65%**

15% colored their own hair for the first time since C19.
90% said their DIY color turned out good to great.
27% of new DIY hair colorers said they WILL continue to color own hair after C19, with 45% saying they might continue.

What She Wants from YOU

When buying:

- **90%** free delivery of products
- **42%** regimen kits for specific beauty needs
- **45%** self-*curated* beauty boxes
- **36%** DIY customized look kits
- **35%** subscription refills for basic personal care products

When you communicate with her:

- **#1** Special deals and offers
- **#2** Free samples

Must be authentic!

Her Beauty Outlook

Buying Habits, Assuming 8 More Weeks…

47% be more price-sensitive when beauty shopping online
39% use up that I have before buying a replacement product
35% use all of the sample beauty products I've accumulated
35% decrease spending out of concern for personal finances
22% overstock supplies in case there is another shortage

After this crisis is over…

73% somewhat to very likely to continue to buy beauty products ONLINE ONLY when their area's shelter at home mandates are lifted.

43% said they will cautiously visit stores ONLY when they see data that the rates of infection continue to decline.

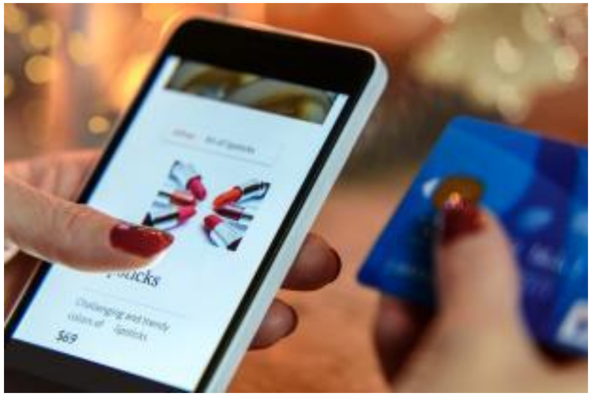
20% believe their beauty regimen will be more relaxed than it was previously.

Planning for Recovery – Your Takeaways

She'll continue to shop online

Skincare will remain top of mind

DIY – we're more adaptable



Personalization is everything

Frivolous spending is out – value is in

About The Benchmarking Company

The Benchmarking Company (TBC) is a bi-coastal consumer research firm that with a proven track record in cosmetics, skincare, beauty devices, men's personal care, body care, hair care, nail care, fragrance and wellness/personal care. Our company is laser-focused on providing two important aspects of marketing intelligence: quantitative and qualitative consumer research that arms brands with forward-thinking need-to-know information about its customers and prospects, and in-home beauty and personal care product testing to garner 5-star consumer claims that are vital for marketing market success. Using renowned proprietary methodologies, our unique approach to research delivers results that promote growth in market share, bolsters sell-in and sell-through and mitigates legal and regulatory risk for our customers.

- Proprietary panel of > 250K female and male vetted beauty and personal care buyers
- Annual PinkReport™ deep dive research studies
- Beauty by the Numbers™ infographics series
- Established in 2006
- Worked with 100+ brands
- Tested 45,000+ products
- Gathered 4 million+ consumer opinions

TBC Conducts Research For Top Brands

ALGENIST Biotechnology from San Francisco
bareMinerals By BARE ESCENTUALS
Perricone MD
NARS
JOSIE MARAN Luxury with a Conscience.

SHISEIDO
ELEMIS
KOPARI
RevitaLash
BIOELEMENTS PROFESSIONAL SKIN CARE
JOICO
Goody
benefit SAN FRANCISCO
LAURA MERCIER PARIS | NEW YORK
patchology
HOLLYWOOD, CALIFORNIA GLAMGLOW
T3
Jergens
ORIBE
davines
MADISON REED
GOLDEN DOOR
HEMPZ THE SECRET IS IN THE SEED
Kate Somerville
TARGET
SUNDAY RILEY
ghd good hair day, every day
Murad
DOLLAR SHAVE CLUB
LANCER

TBC Conducts Research For Top Brands

ESTĒE LAUDER COMPANIES
amika:
Unilever
DRUNK ELEPHANT
URBAN SKIN Rx MELANIN EXPERTS
AQUIS
eva·nyc
sexyhair
MARY KAY
OBAGI
PEACH & LILY
TOMMIE COPPER
blinc cosmetics
mama mio
neuBROW neuLASH
PAULA'S CHOICE SKINCARE
J.PAUL
ROOT OF SKIN
VOTRE VU PARIS·FRANCE
wet n wild
JOY LUX INC.
JULEP
ERNO LASZLO NEW YORK
Splat
EIGHTEEN·B
GOLDFADEN MD
SKIN INC
DEVELOPLUS
NatureLab.
Aubío Life Sciences
caj beauty
Augustinus Bader
yoogen
SKIN RESEARCH LABORATORIES
TRU NIAGEN
COTY
THE SEAWEED BATH CO.

TBC Conducts Research For Top Brands

MERLE NORMAN
soon SKINCARE
schmidt's™ NATURAL DEODORANT
JeNu™
proactiv® SOLUTION
GLAMSQUAD
HEALIST™ ADVANCED NATURALS
pixi by petra
SKIN CLINICAL
StriVectin®
JUARA
AMOREPACIFIC
HAOMA
brilli
evine
glanbia
NATUROPATHICA®
WISCONSIN PHARMACAL COMPANY
IN STYLER.
EVER
BIO:IONIC®
PURITY OF ELEMENTS™
ZO® SKIN CENTRE BY ZEIN OBAGI MD
gopure NATURALS
Panasonic
Dr.Jart+
Great HealthWorks
Unmarked SKINCARE
HENRY ROSE
SCALISI SKINCARE
Batallure Beauty
LUMINA NRG
NEYDHARTING MOOR™ SCIENCE & NATURE BECOME ART
HAIRMAX® The science of hair growth.™
UNIVERSAL BEAUTY PRODUCTS INC.
solésence
LE MÉTIER DE BEAUTÉ
EVE•PEARL BEAUTY BRANDS
LiP SMACKER®

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