

Beauty Buying Online – What the Consumer Wants from Brands

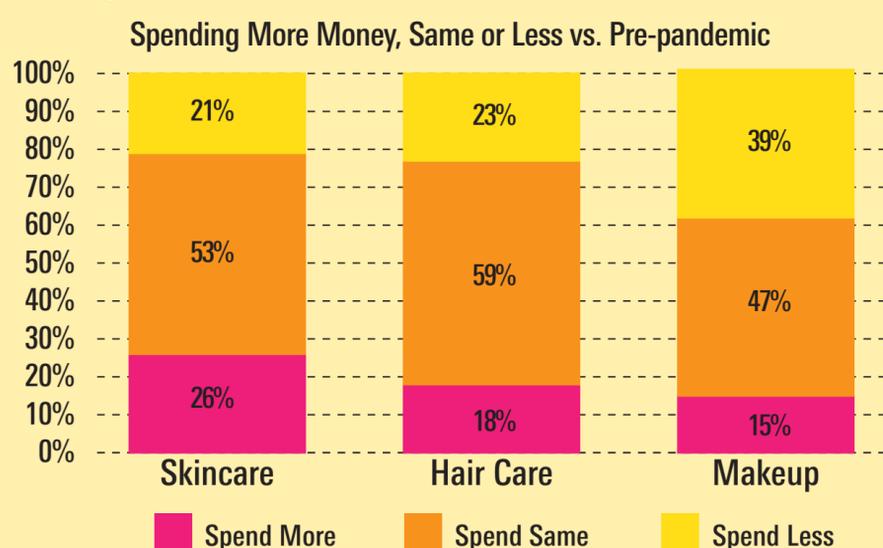
US females are still buying beauty, but where they're buying has changed in 2020. Online buying is where it's at (now more than ever), and she's spending more time researching and learning about brands and ingredients before purchasing. In late September 2020, we surveyed more than 2,700 female consumers to understand where she's buying now, what influences her buy, and what she'd like to see from beauty brands.



Researching and Learning (% Spending MORE Time Now vs. Pre-pandemic)

- **32%** are spending MORE time reading reviews/consumer claims for beauty products
- **29%** Visiting social pages of beauty/personal care brands
- **26%** Watching beauty tutorials online
- **23%** Researching beauty product ingredients for safety
- **19%** Watched beauty based shows/documentaries on streaming media
- **18%** Following beauty influencers

Her Spending has Changed for these Categories (% Now vs. Pre-pandemic)



Where She Buys Beauty Online	Before March 2020	Now
Online retailers seeing increases in online spending		
Amazon.com	56%	70%
Online at a beauty brand's store	20%	34%

Buying More Online (% Doing this MORE Now vs. Pre-pandemic)

- **47%** Buying more beauty and personal care products online
- **44%** Shopping at online retailers where I have not previously shopped

She Wants a Personal Online Experience

- **89%** Free delivery of products
- **45%** Regimen kits for specific needs
- **45%** Self-curated beauty boxes
- **36%** DIY custom look kits
- **32%** Subscription refills for basic personal care product needs
- **21%** Daily online content of beauty subjects of interest
- **16%** Online chat with brand rep



"See" Us at The Unfiltered Experience virtual event, October 28 • 11am PST/2pm EST

CONSUMER REVIEWS – RINGING THE REGISTERS

Consumer claims and reviews deliver the kind of powerful testimonials and real user feedback that drives engagement with consumers. In fact, 93% of consumers look for efficacy claims before purchasing a product. Well-constructed claims and strategically positioned product reviews help highlight product attributes and entice consumers to try and buy. Companies that utilize claims and reviews can demonstrate proof of efficacy, illuminate proof of results in a given time period, and tell a unique ingredient story—all of which is critical information in her beauty buying decision making process.

This session will explore:

- How claims bolster sell-in and sell through in the US market
- The importance of the 4+ star rating
- Best practices for crafting and substantiating product claims
- What specific claims feed the consumer's insatiable appetite for proof of efficacy and,
- Best practices for leveraging customer testimonials

Attend to hear Denise Herich and Jenn Stansbury, co-founders of The Benchmarking Company, deliver the info you need in this session. See you there!

CLICK HERE TO REGISTER for the Unfiltered Experience.



UNFILTERED EXPERIENCE

Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit benchmarkingcompany.com or info@benchmarkingcompany.com for information on Beauty/Personal Care Product Testing and specialized consumer research.

theBenchmarkingCompany

Beauty & Personal Care Consumer Research