

Students & beauty: Habits, views & behaviours

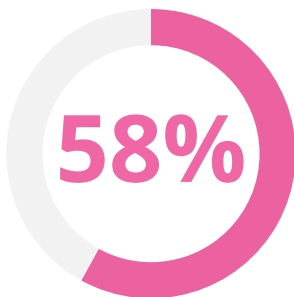
We asked a panel of 1,000 UK based students aged 18-24 about their beauty habits, how they shop for products and what their views are towards the beauty industry. Here's what they had to say.



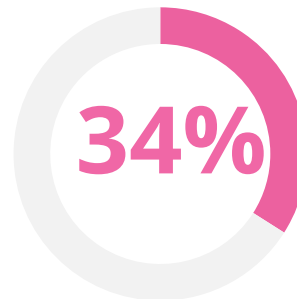
BEAUTY PRODUCTS HELP INCREASE CONFIDENCE

- 61%** of women use beauty products to increase self-confidence or target specific issues.
- 41%** of men use products for this purpose.
- 52%** of respondents feel beautiful/handsome when they take care of their appearance.
- 46%** of women feel beautiful when they wear makeup.

STUDENTS FEEL PRESSURE TO LOOK GOOD



58% feel there is pressure on young people to conform to certain looks or styles.



34% feel that pressure to look beautiful/handsome increases at university.



HOW STUDENTS ARE BROWSING FOR PRODUCTS

78% browse Instagram for inspiration (followed by YouTube 75%).

47% browse online on retail websites they're already familiar with.

46% agree that tech is transforming the way they research, browse, buy and use cosmetics/personal care products.



WHAT PRODUCTS ARE STUDENTS SHOPPING FOR?



81%

bath & body care
(e.g. deodorant,
shower gel)



79%

hair styling



76%

grooming/hair
removal



73%

beauty products
(e.g. moisturiser,
face wash)



51%

cosmetics



51%

fragrance

**In the past six months*



STUDENTS SPEND ON PROFESSIONAL BEAUTY CARE

While students may be on tight budgets, they will pay for certain beauty treatments.

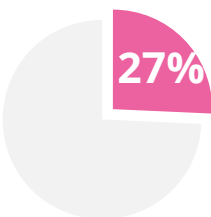
45% have a professional hair cut.

25% have a beauty treatment in a salon.

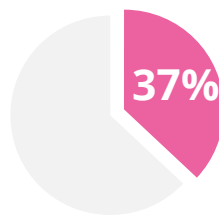
23% have their nails done in a salon.

25% have invested in beauty procedures.

STUDENTS ARE ASPIRATIONAL SHOPPERS



27% believe in investing in more expensive products for better results.



37% would like to be able to spend more on products.

TOP DRIVERS OF BRAND CHOICE

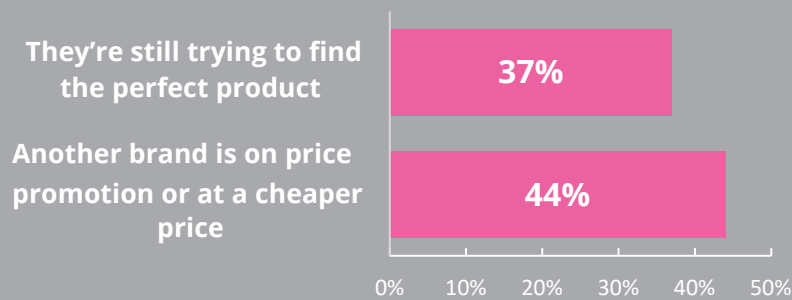




TOP DRIVERS OF RETAIL CHOICE

- 70%** choose a retailer based on whether it offers value for money.
- 66%** choose retailers that offer the lowest price.
- 64%** retailer offers promotional discounts/offers.

REASONS STUDENTS CHOOSE DIFFERENT BRANDS



TOP FIVE STORES WHERE STUDENTS SHOP FOR BEAUTY PRODUCTS

- 51%** Boots
- 44%** Superdrug
- 37%** TESCO
- 24%** ASDA
- 20%** Sainsbury's

MESSAGES TO THE BEAUTY INDUSTRY

50% agree the beauty industry needs to do more to promote **natural beauty**.

36% feel the beauty industry needs to consider more **products suitable for men**.

Only 16% agree that the beauty industry makes a positive contribution to helping people feel confident in how they look.

