

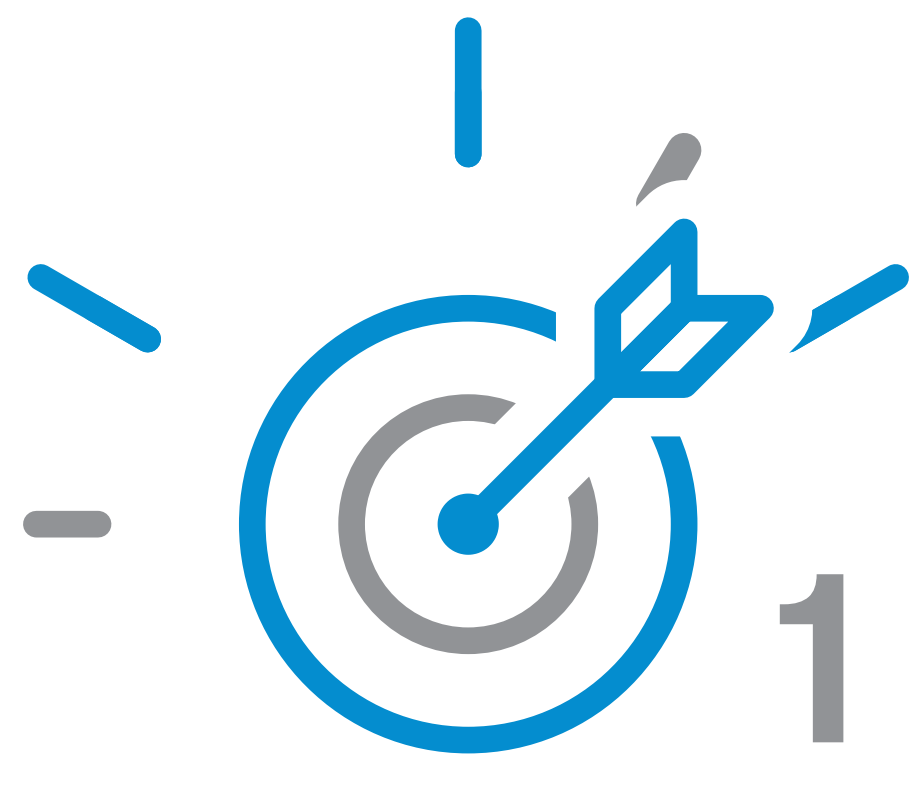
# Personal care products

38%

influenced by friends or family **when choosing a product** in last 12 months

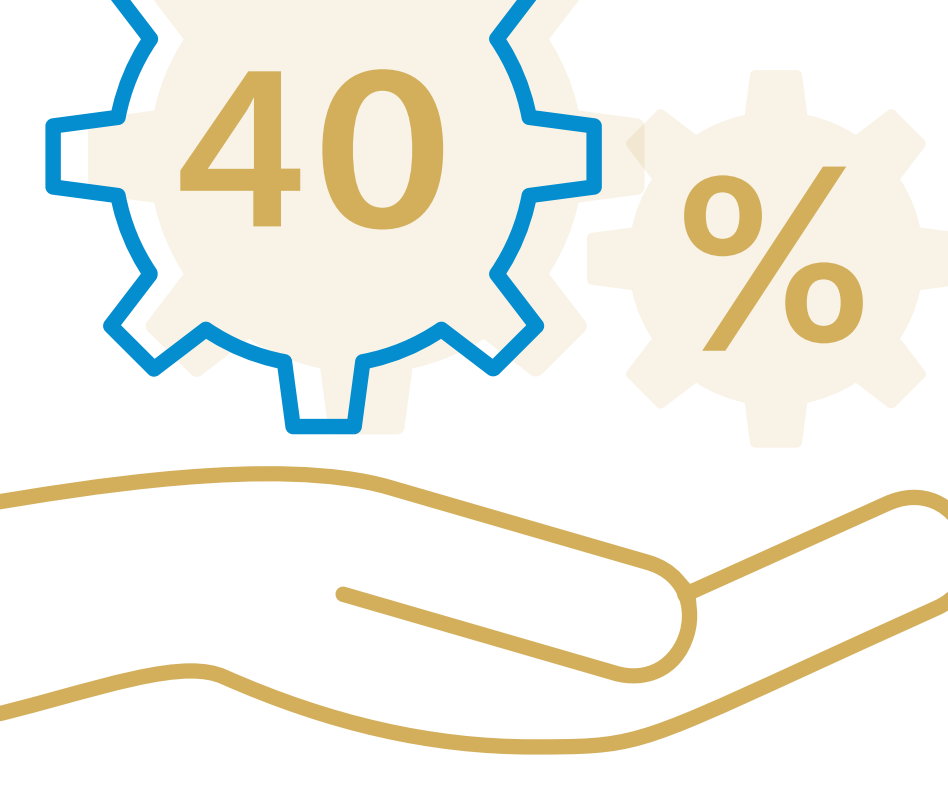
79%

want brands to put more effort into manufacturing products in an **ethical and sustainable way**



1 in 10

would like brands to **develop personalised products** to address specific skin and haircare needs



40%

want an opportunity to **"try before I buy"**

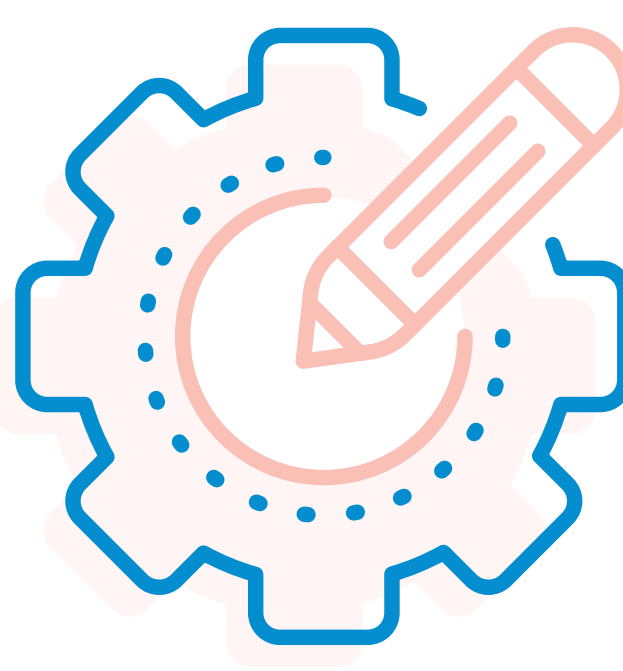
## What's important to you when purchasing personal care products?



67% **Value for money**



34% **Ethical and sustainable**

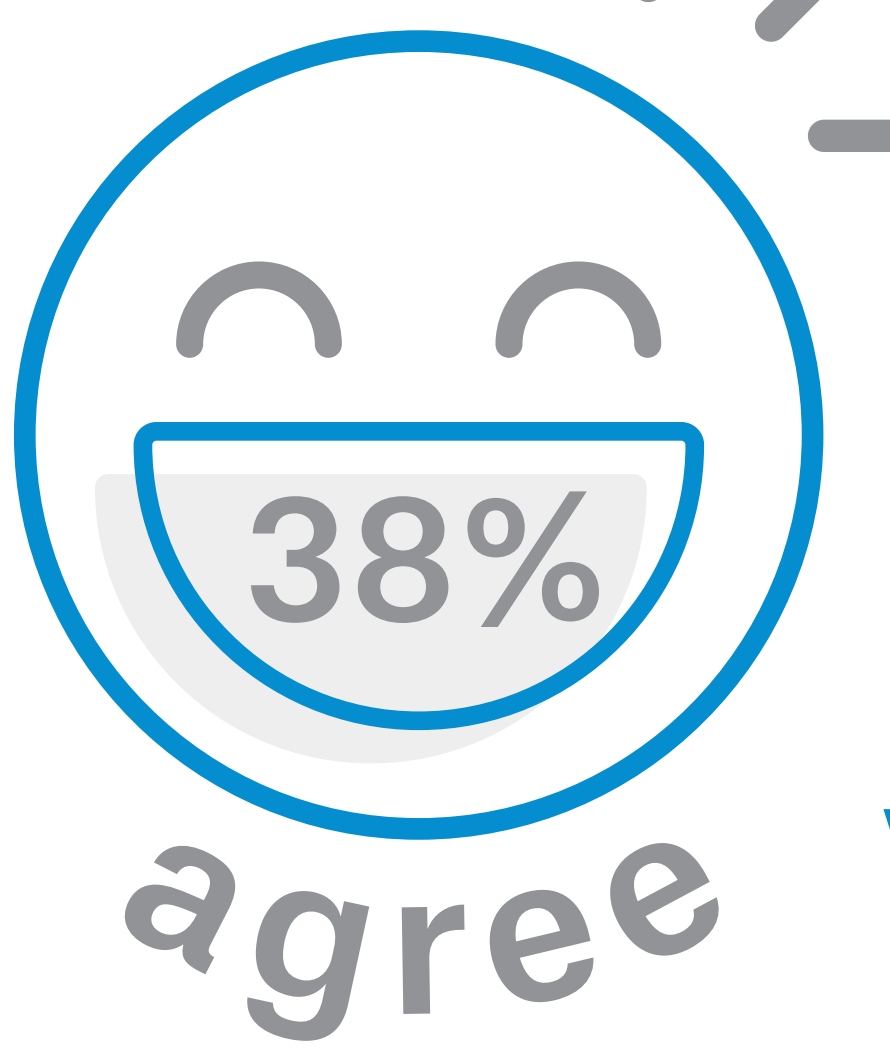


54% **Functional benefit**



26% **Scientific evidence** which support claims or benefits promoted by the manufacturer

## Do you agree?



"I'm happy with the products I use and also enjoy trying new ones."

81% agree

"The **smell and the feel** of a product on my skin, hair or body is important to me."

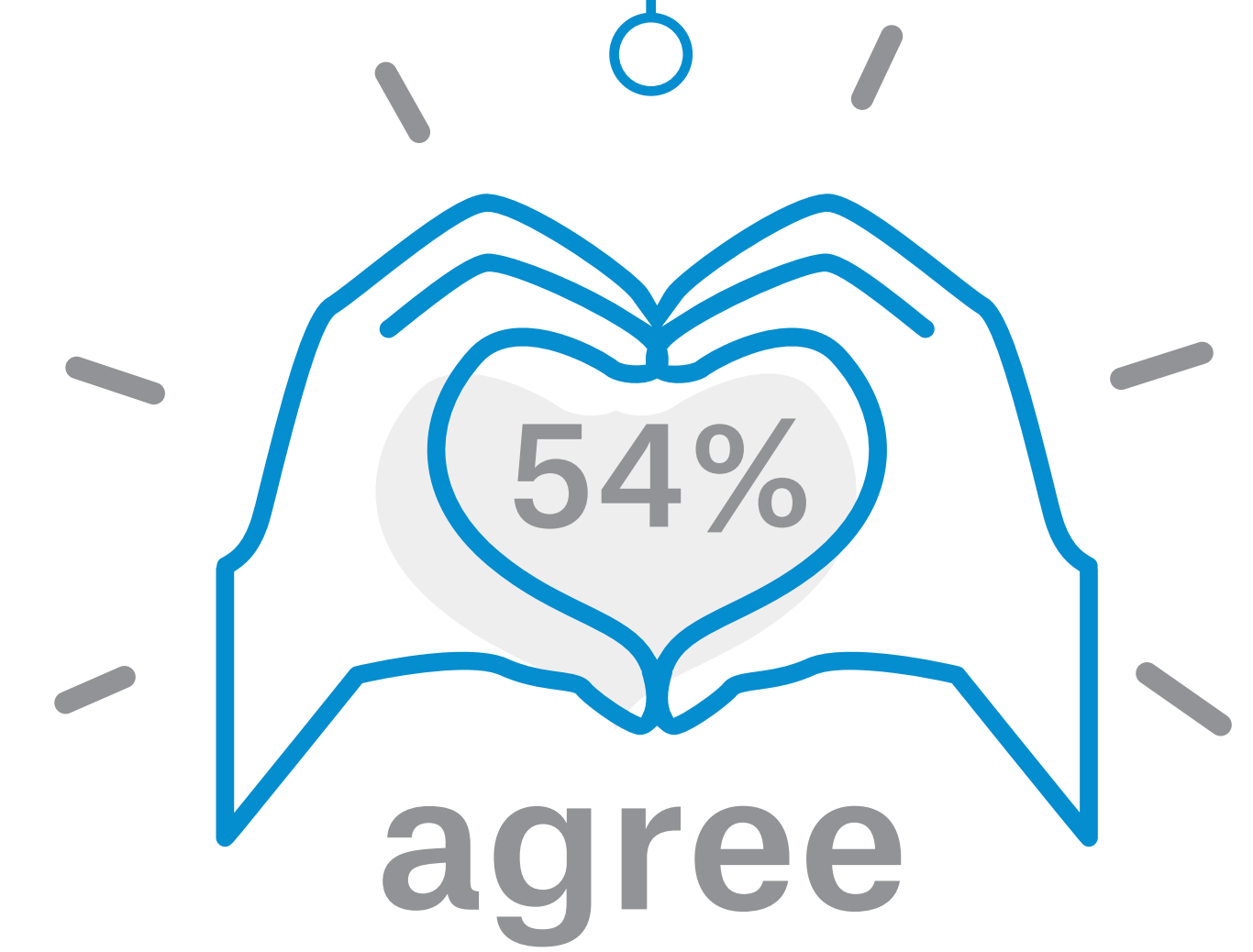


65% agree

"When I find a product that works for me, it has a **positive impact** on my self-esteem."

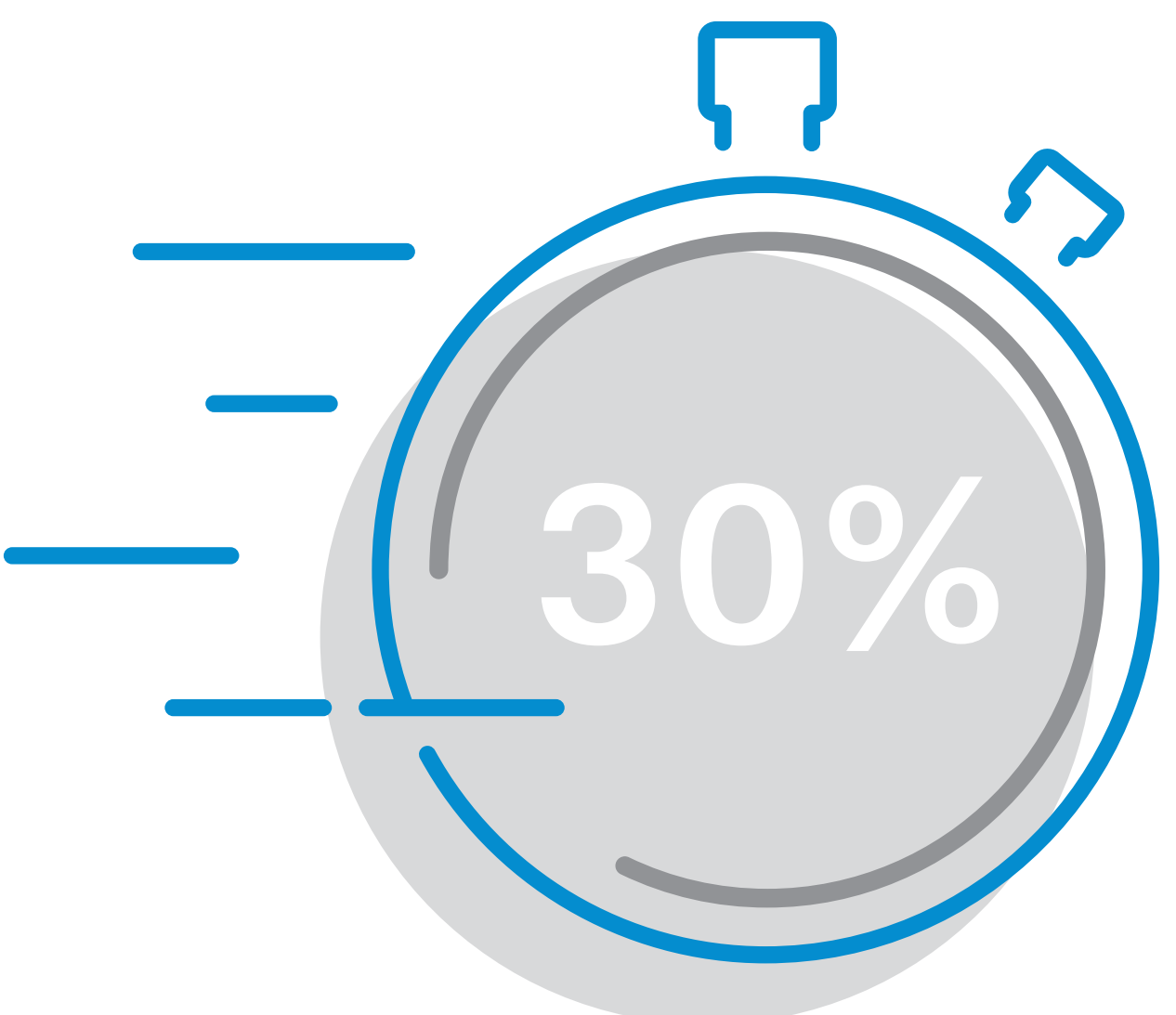
"I would like to have an accurate measurement of **how my skin or hair has changed** after using a product."

49% agree



"Brands should focus more on how products **make you feel**, not only how they make you look."

## In the next 12 months



would use a device to make their **personal care routine quicker**

66%

of 18-34 year olds would **use a device to make products more personalised** to their skin or hair



would use a device / product / app to **analyse their skin or hair and recommend products** which are right for them

32%

would like to **personalise the active benefits** of their products such as hydration, smoothness, reduce wrinkles etc.

23%

do not know enough about personal care products to **personalise them for themselves**