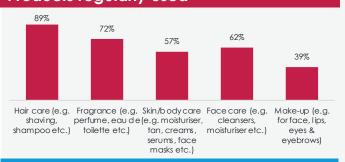


Beauty, Grooming & Cosmetics

This month, we asked our Northern Ireland audience community all about beauty, grooming and cosmetics. Everything from their own personal use to gifting, thoughts on celebrity endorsed products, designer versus high street brands and even aging and growing older. Here's a snapshot of what they told us...

Products regularly used



Beauty, grooming & cosmetic statements

said using beauty, grooming and cosmetic products makes them feel more confident with 1in10 using makeup to express their identity

enjoy shopping for beauty, grooming and cosmetic products with over 1in5 thoroughly researching products before buying

care a lot about what other people think about their appearance but 53% embrace little imperfections saying they make them unique

Average monthly spend



63%

spend less than £10 on **hair care** products each month



28%

spend between £10-£50 on **face care** products each month



20%

spend between £10-£20 on **skin/body care** products each month



37%

spend less than £20 on **makeup** products each month

Premium versus high street brands

39%

When thinking about all the beauty, grooming and cosmetics products owned, 39% said they own mostly high street brands and 34% said the split was more like half high street and half premium.



Fragrance



buy new fragrance for themselves at least once a year versus **59%** who do so as a gift



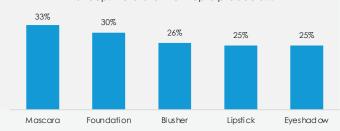
say that liking the smell of a fragrance is more important than staying loyal to a brand



own different fragrances for dayto-day use and for others for special occasions

Top 5 makeup products regularly used

46% of our Northern Ireland insight community said they wear makeup. Here are their top 5 products...



GROWING OLD

GRACEFULLY

69%

say that looking good for their age is more important than looking younger

AUTHENTIC

say it's important to be true to themselves rather than to be, or look, perfect

STEADFAST

are loyal to fragrance brands, buying the same ones over and over again

For more insights and opinions visit: