

GLOBAL BAROMETER:
Beauty

toluna*



harris
interactive

KURUNDATA



About this study

Together, ITWP companies Toluna, Harris Interactive and KuRunData developed an **ongoing study** to understand the impact that the Coronavirus has on daily life.

The study will be conducted **every 2 weeks** starting on March 31.

This initial report covers 18 markets.

Findings highlight the importance of consumer insights for brands and businesses as they consider *'The Next Normal.'*





Markets studied and field schedule

Below is the field schedule and number of completed interviews by market included in this wave of research. Data has been weighted by age and gender to be Census representative in all markets (except India, where we're Internet representative).

	MARKET	COMPLETED INTERVIEWS	FIELDWORK DATES
	UK	1,276	25th – 27th March 2020
	France	1,044	30th March – 1st April 2020
	Germany	1,046	30th March – 1st April 2020
	Italy	1,109	30th March – 1st April 2020
	Spain	1,050	30th March – 2nd April 2020

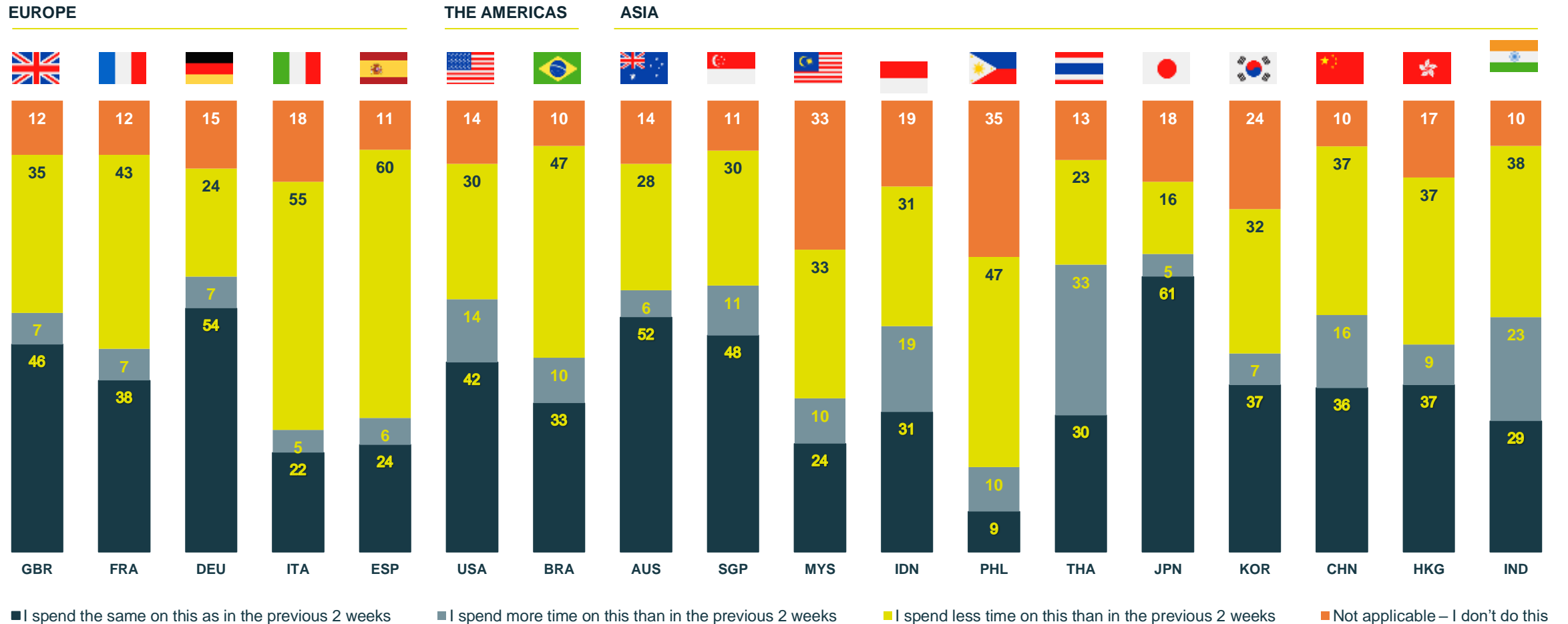
	MARKET	COMPLETED INTERVIEWS	FIELDWORK DATES
	Australia	1,050	25th – 27th March 2020
	Singapore	547	25th – 27th March 2020
	Malaysia	491	30th March – 3rd April 2020
	Indonesia	548	30th March – 3rd April 2020
	Philippines	530	30th March – 3rd April 2020
	Thailand	633	30th March – 3rd April 2020
	Japan	1,093	30th March – 1st April 2020
	Korea	1,034	30th March – 1st April 2020
	China	956	30th March – 3rd April 2020
	Hong Kong	538	30th March – 3rd April 2020
	India	1,004	25th – 27th March 2020

	MARKET	COMPLETED INTERVIEWS	FIELDWORK DATES
	United States	1,081	25th – 27th March 2020
	Brazil	1,076	30th March – 2nd April 2020

Change over the time spent on choosing what to wear in the past 2 weeks

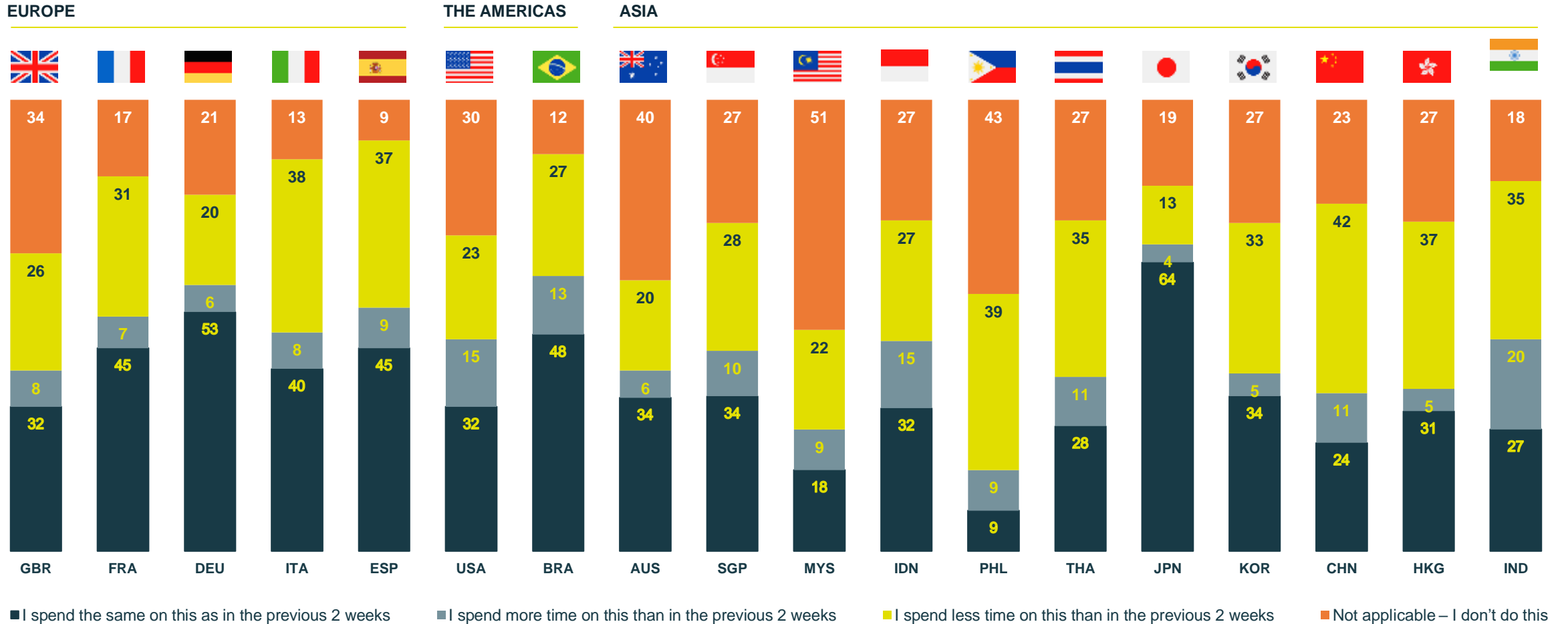
All countries report they spend less time choosing what to wear in the past 2 weeks; though the highest proportion is in Spain and Italy.

On the other hand, there is a good proportion of people who claim they spend more time choosing what to wear in some Asian markets, particularly Thailand.



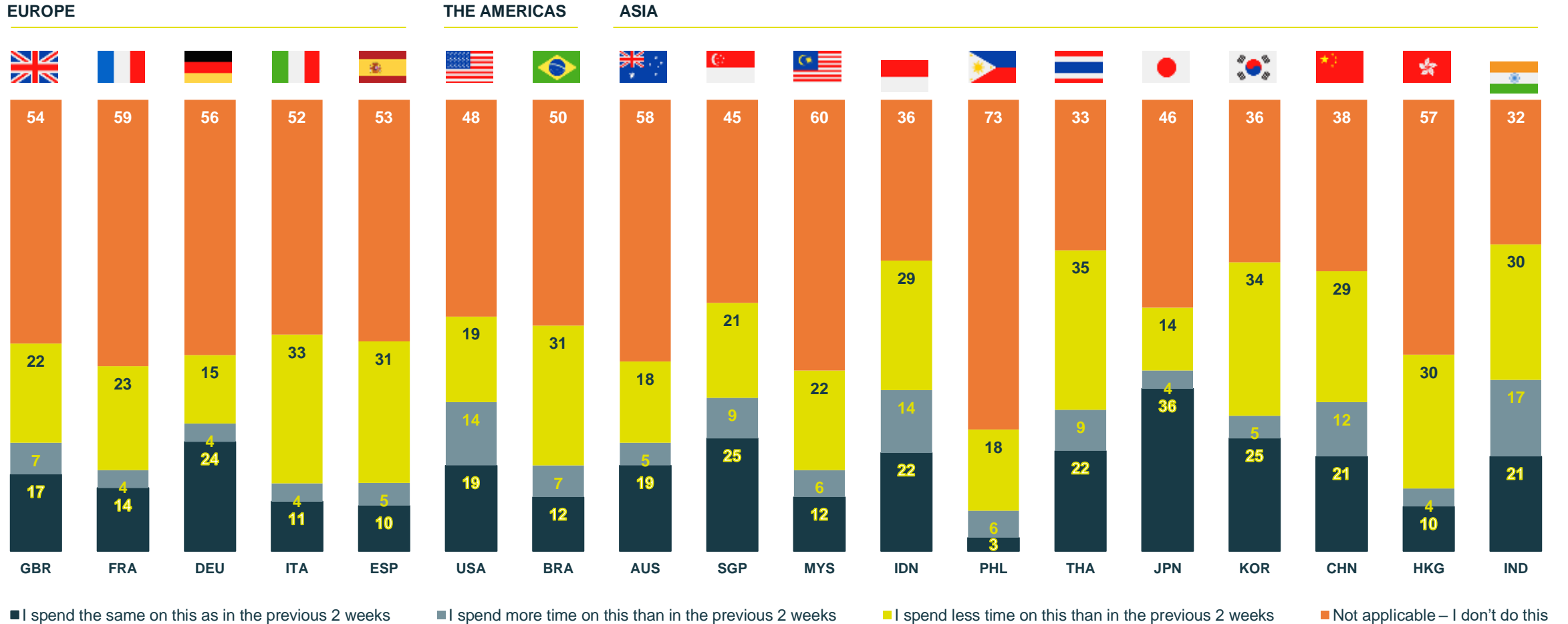
Change over the time spent on styling one's hair in the past 2 weeks

When it comes to styling one's hair, China, Philippines, Italy, Spain and Hong Kong consumers report less time spent on this activity.



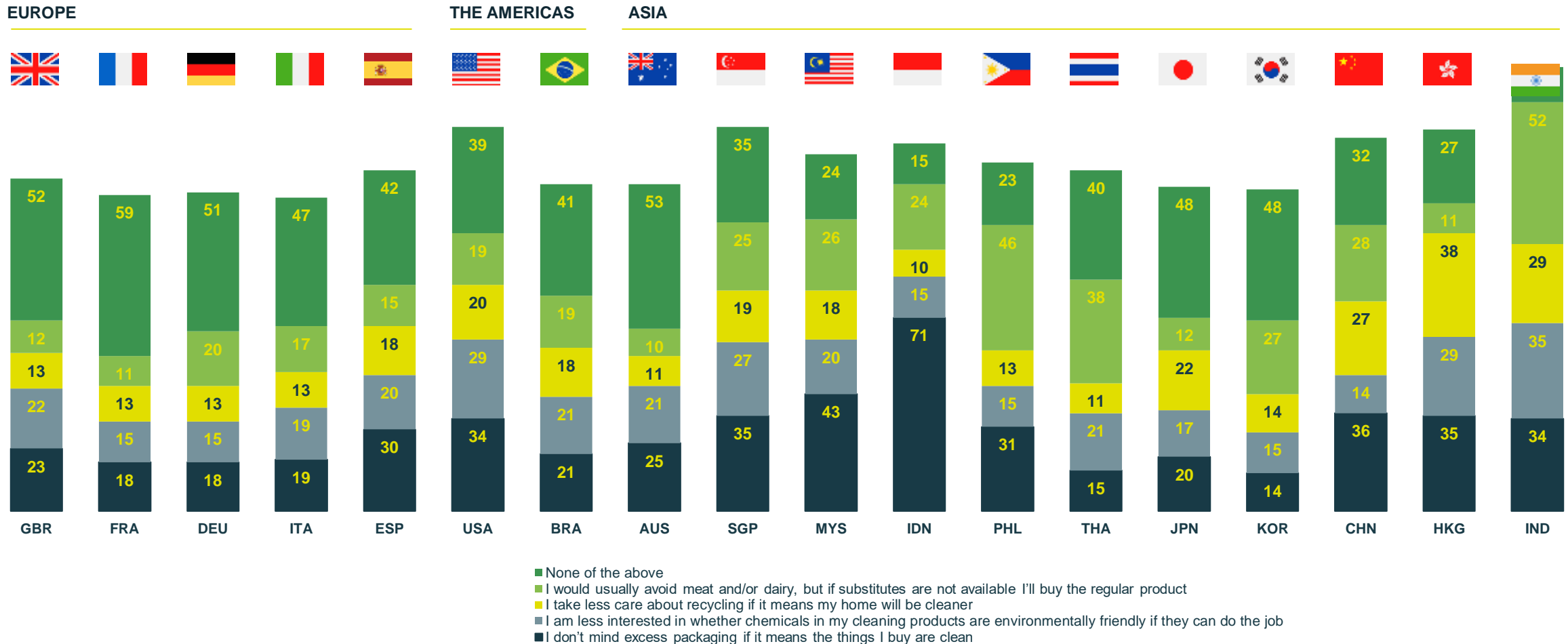
Change over the time spent on putting on make up in the past 2 weeks

Generally, consumers spent less time on putting on make up, especially in Thailand, Korea and Italy.



Interest in environmental issues

In these times, consumers are less environmentally conscious. In Indonesia, consumers are less concerned about excess packaging if it keeps produce clean. In India and the Philippines, high proportions of consumers who usually don't buy meat or dairy, would buy the regular product if a substitute is unavailable.



Thank you!

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