

Beauty Panel



A specialised service looking at how individuals consume and use the personal care category. It covers all price tiers from mass to prestige for men and women across all personal care categories.

It helps you to

Measure

What? Who? How? Where? When? and Why?

Read

Holistic view of an individual's purchase and usage behaviour.

Understand

The overall beauty and grooming trends to identify potential opportunities.

Benefits

Connect the purchase to usage

With two different sets of services offered with both a purchase and usage panel, it helps to explain not only what is purchased but how products are then used.

Find real buyers

Understanding behaviour at an individual level for both men and women allows you to precisely target your consumers to win.

360° overview

From the low-priced mass market to high-priced prestige brands, this sophisticated solution captures everything to help explain a complex marketplace and consumer.

Questions

What is the size of the opportunity?

Who is my target and how can I win them?

What should my retailer and distribution strategy be?

What is the best product mix for the target consumers?

How is the product used?

Are products shared or for an individual?

When is the category/brand used and to address which concerns?

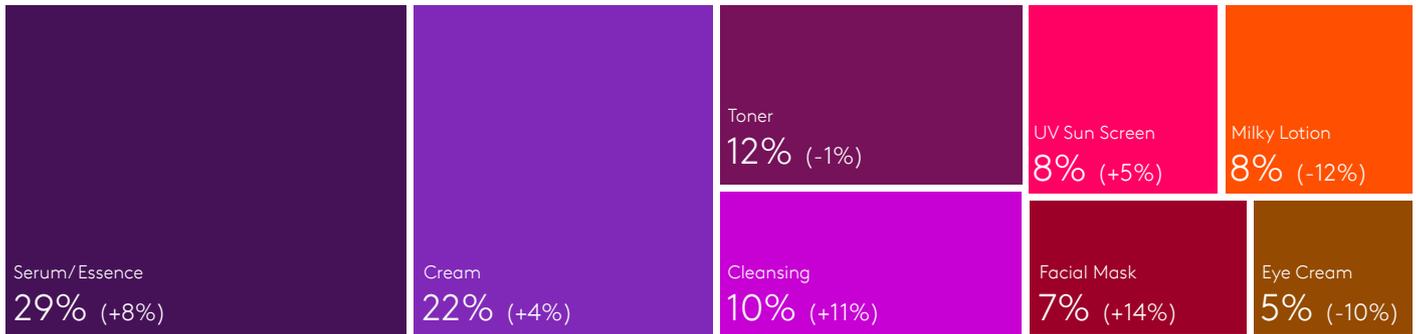
Who are my brand buyers and how can I win over the competition?

Purchase behaviour through Beauty panel

Understanding category trend and opportunity assessment

Female – Category trend of what, where, who?

Skincare Regimen Performance (Value%) +/-: year on year value growth (%)



Usage behaviour

Prestige facial skin care application

Who, why, what?



21%

of women with sagging skin use Prestige Facial Skin Care

Equaling 3M women

Within Prestige Facial Skincare, she is more likely to use

46% Daily Face Moisturiser [115]

26% Eye Cream [144]

17% Night Moisturiser [128]

14% Makeup Remover [123]

7% Face Serum [164]

Index to total prestige

Male grooming

Purchases full picture

Who, what, why, how?



65%

+14%

Unisex Skincare +18%

35%

+1%

Unisex Skincare +15%



In total Skincare

50.6%

In Men-specific

18.6%

Penetration

\$395

Spend per Buyer

2.54

Steps per Buyer



Food for Thought



Beauty trends in Asia



Usage care



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For more information please contact your local representative or visit www.kantar.com