

## Usage care



Imagine you can look inside the bathrooms of men and women around the world to see how they build their personal care routines and what they actually use day in day out. Imagine if you could understand how this changes over time and why.

## Usage care helps you to

### **Understand**

Habits and regimes and how these have changed over time and to ensure you are meeting emerging needs. Trends from 2008 in key markets.

### **Go beyond**

Who is buying your product to understand the end user and what motivates them. Only by meeting the needs and routines of the user can you ensure your product gets into the shopping basket.

### **Appreciate**

Global differences and similarities in personal care habits and motivations.

### **Ensure**

Your marketing, comms and new product development targets the right people at the right occasion with the right message against competitors.

## Client questions

**Who** is using?

**What** are their characteristics?

**What** do they look like?

**What** are their needs and concerns?

**What** products and brands are they using?

**What** else is in their repertoire?

**What** is their competitive set?

**When** do they use them and what drives the occasion?

**Where** are they buying and using their products?

**Why** do they use particular products and why do they purchase?

**How** do they develop their personal care routine and how does it change over the week?

# Global coverage: over 50,000 diaries a year

11,000  
United States

6,000  
France

5,000  
Germany

3,500  
Russia

3,500  
Spain

3,500  
Italy

10,000  
United Kingdom

2,000  
Poland

6,000  
China

1,500  
Australia

3,000  
Japan

4,000  
Brazil

1,000  
India

Japan, India and Australia dips, Russia continuous between 2010-2016; Italy to 2019

## What we do



### 30 minute online questionnaire

Covering demographics, attitudes and characteristics



### 7 day diary

Capturing all personal care occasions that week

## What is covered

Who	What	When	Where	How	Why
Who's Using Life-stage Needs Characteristics and Attitudes	Brands Sectors Categories	Time of day Day of week Event	Where do you buy it? Where do you use it? Where do you apply it?	Repertoire (what else?) Regime (product mix) Routine (how)	Reason for use Reason for purchase

## Categories included



### Skin care

From moisturiser to make up



### Skin cleansing

From shower gel to face wash



### Hair care

From shampoo to styling



### Oral Care

From toothbrush/paste to mouthwash



### Deodorants & fragrance



### Shaving & hair removal



### Niche markets

Such as colourants, salon visits, professional treatments and use of electrical appliances (shavers to hair-dryers to toothbrushes)

Food for Thought



Beauty Trends in Asia



Beauty Panel

For more information please contact your local representative or visit [www.kantar.com](http://www.kantar.com)

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