



Beauty Consumer Behaviour

Report 2024

(singapore edition)

WHO IS DAILY VANITY?

We are the **#1** beauty media
in Singapore
&

Malaysia's fastest growing beauty media

As featured on



ABOUT THE REPORT

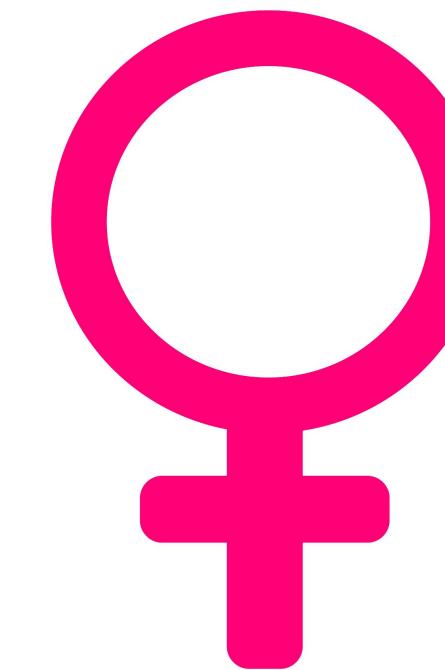
This is our 10th annual
Singapore beauty consumer report



About the report

385

Participants
needed for
significant
data



462

Participants
recruited,
therefore report is
statistically
significant



Insights across
the generations

Comparison across generations

Skin types

18 to 24 (Gen Z)

1. Combination-Oily	38.18%
2. Combination-Sensitive	12.73%
3. Normal	11.82%
4. Combination-Dry	10%
5. Sensitive-Dry	7.27%
6. Oily	6.36%
7. Sensitive-Oily	6.36%
8. Don't know	4.55%
9. Dry	2.73%

25 to 34 (Zillennials)

1. Combination-Oily	40%
2. Combination-Dry	18.97%
3. Combination-Sensitive	14.36%
4. Normal	7.69%
5. Dry	4.62%
5. Sensitive-Oily	4.62%
5. Sensitive-Dry	4.62%
8. Don't know	3.08%
9. Oily	2.05%

35 to 44 (Millennials)

1. Combination-Oily	29.9%
2. Combination-Dry	26.8%
3. Combination-Sensitive	14.43%
4. Sensitive-Dry	9.28%
5. Normal	8.25%
6. Sensitive-Oily	5.15%
7. Dry	3.09%
8. Oily	3.09%

45 to 54 (Gen X)

1. Combination-Dry	30.43%
2. Combination-Oily	26.09%
3. Combination-Sensitive	21.74%
4. Sensitive-Dry	6.52%
5. Normal	4.35%
6. Oily	4.35%
7. Sensitive-Oily	4.35%
8. Dry	2.17%

Comparison across generations

Top 10 beauty concerns

18 to 24 (Gen Z)

25 to 34 (Zillennials)

35 to 44 (Millennials)

45 to 54 (Gen X)

1. Dark eye circles	51.82%	1. Dark eye circles	46.67%	1. Damaged/dry hair	56.7%	1. Pigmentation/dark spots	54.35%
2. Damaged/dry hair	+7 48.18%	1. Hair loss	+3 46.67%	2. Dark eye circles	+3 48.45%	2. Hair loss	+6 52.17%
3. Acne/pimple	45.45%	3. Damaged/dry hair	45.13%	2. Tummy too fat	48.45%	3. Dark eye circles	50%
4. Blackheads/whiteheads	44.55%	4. Blackheads/whiteheads	43.08%	4. Blackheads/whiteheads	47.42%	3. Greying hair	50%
5. Visible pores	-3 41.82%	5. Visible pores	41.54%	5. Hair loss	46.39%	5. Uneven skin tone	47.83%
6. Tummy fat	40%	6. Tummy too fat	40%	6. Uneven skin tone	43.3%	6. Damaged/dry hair	+5 45.65%
7. Oily skin	+6 39.09%	7. Thinning hair	+11 33.33%	7. Dehydrated skin	+6 39.18%	7. Tummy too fat	-5 41.3%
8. Frizzy hair	38.18%	8. Overall body fat	+8 33.33%	8. Visible pores	-3 38.14%	8. Visible pores	41.3%
8. Hair loss	38.18%	9. Acne scars	32.82%	9. Frizzy hair	+3 36.08%	9. Wrinkles	41.3%
8. Uneven skin tone	+12 38.18%	10. Eye bags	+18 32.31%	10. Pigmentation/dark spots	-4 32.99%	10. Blackheads/whiteheads	+14 39.13%
		10. Oily scalp	32.31%	10. Thigh and arms too fat	+6 32.99%	10. Frizzy hair	+5 39.13%

Comparison across generations

Top 10 skincare concerns

18 to 24 (Gen Z)	25 to 34 (Zillennials)	35 to 44 (Millennials)	45 to 54 (Gen X)
1. Dark eye circles 51.82%	1. Dark eye circles 46.67%	1. Dark eye circles 48.45%	1. Pigmentation/dark spots 54.35%
2. Acne/pimple 45.45%	2. Blackheads/whiteheads 43.08%	2. Blackheads/whiteheads 47.42%	2. Dark eye circles 50%
3. Blackheads/whiteheads 44.55%	3. Visible pores 41.54%	3. Uneven skin tone 43.3%	3. Uneven skin tone 47.83%
4. Visible pores 41.82%	4. Acne scars 32.82%	4. Dehydrated skin +3 39.18%	4. Visible pores 41.3%
5. Oily skin 39.09%	5. Eye bags +6 32.31%	5. Visible pores -3 38.14%	4. Wrinkles 41.3%
6. Uneven skin tone 38.18%	6. Sensitive skin 31.79%	6. Pigmentation/dark spots -3 32.99%	6. Blackheads/whiteheads +6 39.13%
7. Acne scars 37.27%	7. Acne/pimple 30.77%	7. Eye bags +8 31.96%	7. Dehydrated skin 34.78%
7. Sensitive skin 37.27%	8. Dehydrated skin 29.23%	8. Neck wrinkles +5 26.8%	8. Saggy skin +4 34.78%
9. Pigmentation/dark spots 33.65%	9. Pigmentation/dark spots 28.21%	9. Sensitive skin -3 24.74%	9. Sensitive skin 34.78%
10. Rough skin texture +3 30%	10. Uneven skin tone -6 27.18%	10. Acne/pimple +6 23.71%	10. Frown lines on forehead 32.61%
		10. Dull skin 23.71%	

Comparison across generations

Top 10 makeup concerns

18 to 24 (Gen Z)

25 to 34 (Zillennials)

35 to 44 (Millennials)

45 to 54 (Gen X)

1. Difficulty drawing eyeliner	20.91%	1. Lipstick doesn't last	13.85%	1. Concealer creasing	15.46%	1. Foundation doesn't stay	19.57%
2. Foundation clumps up	19.09%	2. Concealer creasing	12.82%	1. Eyeliner always smudges +3	15.46%	2. Eyeliner always smudges	17.39%
2. Difficulty concealing imperfections	19.09%	3. Difficulty drawing eyeliner	10.26%	3. Foundation doesn't stay	14.43%	3. Concealer creasing	13.04%
4. Lipstick doesn't last	17.27%	3. Foundation clumps up	10.26%	4. Difficulty drawing eyeliner	11.34%	3. Difficulty concealing imperfections	13.04%
5. Eyeliner always smudges -3	16.36%	5. Difficulty concealing imperfections	8.72%	4. Foundation clumps up +7	11.34%	3. Difficulty matching foundation shade +7	13.04%
6. Concealer creasing +6	14.55%	5. Foundation doesn't stay	8.72%	6. Difficulty concealing imperfections	10.31%	6. Foundation clumps up	10.87%
6. Foundation doesn't stay	14.55%	7. Difficulty applying falsies	7.18%	6. Difficulty matching foundation shade +6	10.31%	6. Difficulty drawing eyeliner	10.87%
8. Mascara clumps +4	11.82%	7. Difficulty with contouring/highlighting	7.18%	6. Lipstick doesn't last -5	10.31%	6. Difficulty with contouring/highlighting	10.87%
9. Difficulty applying falsies	10.91%	9. Difficulty matching foundation shade	6.67%	9. Mascara clumps	9.28%	9. Difficulty blending foundation +4	6.52%
9. Difficulty with contouring or highlighting -3	10.91%	10. Mascara clumps	6.15%	10. Difficulty applying falsies	8.25%	9. Difficulty drawing eyebrow	6.52%
				10. Difficulty with contouring/highlighting	8.25%	9. Lipstick doesn't last -8	6.52%

Comparison across generations

Top 10 haircare concerns

18 to 24 (Gen Z)	25 to 34 (Zillennials)	35 to 44 (Millennials)	45 to 54 (Gen X)
1. Damaged/dry hair 48.18%	1. Hair loss 46.67%	1. Damaged/dry hair 56.7%	1. Hair loss 52.17%
2. Frizzy hair 38.18%	2. Damaged/dry hair 45.13%	2. Hair loss 46.39%	2. Greying hair 50%
2. Hair loss 38.18%	3. Thinning hair 33.85%	3. Frizzy hair 36.08%	3. Damaged/dry hair 45.65%
4. Oily scalp 33.64%	4. Oily scalp 32.31%	4. Oily scalp 30.93%	4. Frizzy hair 39.13%
5. Split ends 32.73%	5. Frizzy hair 30.26%	5. Thinning hair 25.77%	5. Thinning hair 34.78%
6. Hair too limp/flat hair 30%	6. Hair too limp/flat hair 26.67%	6. Split ends 24.74%	6. Oily scalp 26.09%
7. Thinning hair 20.91%	7. Split ends 21.03%	7. Greying hair 23.71%	7. Brittle hair 15.22%
8. Dandruff 19.09%	8. Itchy scalp 14.87%	8. Hair too limp/flat hair -3 18.56%	8. Dull hair 13.04%
9. Brittle hair 14.55%	9. Dandruff 13.33%	9. Dull hair 13.4%	8. Split ends +5 13.04%
10. Itchy scalp 12.73%	10. Dull hair 9.23%	10. Unmanageable hair +3 13.4%	10. Unmanageable hair +3 10.87%
10. Hair too straight +4 12.73%			10. Itchy scalp 10.87%

Comparison across generations

Top 10 body care concerns

18 to 24 (Gen Z)

1. Tummy fat	40%
2. Yellow teeth	31.82%
3. Want sharper jawline	+4 29.09%
3. Dark armpit	29.09%
5. Cellulite	+7 27.27%
5. Thigh and arms too fat	27.27%
7. Overall body fat	-3 25.45%
8. Stretch marks	24.55%
9. Small breasts	+3 22.73%
10. Pigmentation on body	19.09%

25 to 34 (Zillennials)

1. Tummy too fat	40%
2. Overall body fat	33.33%
3. Yellow teeth	27.18%
4. Thigh and arms too fat	25.13%
5. Cellulite	24.62%
5. Dark armpit	24.62%
7. Stretch marks	22.05%
8. Thigh too fat	+3 18.97%
8. Weak nails	+10 18.97%
10. Muffin top/love handles	17.95%

35 to 44 (Millennials)

1. Tummy too fat	48.45%
2. Thigh and arms too fat	+3 32.99%
3. Yellow teeth	26.8%
4. Overall body fat	25.77%
5. Cellulite	24.74%
6. Muffin top/love handles	+3 23.71%
7. Neck lines	19.59%
8. Thigh too fat	+3 18.56%
9. Arms too fat	+3 17.53%
9. Sagging breast	+13 17.53%

45 to 54 (Gen X)

1. Tummy too fat	41.3%
2. Yellow teeth	30.43%
3. Cellulite	26.09%
3. Neck lines	+4 26.09%
5. Overall body fat	23.91%
6. Spider veins	+13 21.74%
6. Weak nails	21.74%
8. Dark armpit	19.57%
8. Loose skin	+3 19.57%
8. Sagging breast	+7 19.57%

Comparison across generations

Top 5 hobbies and interests

18 to 24 (Gen Z)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)	
1. Fashion	67.27%	1. Skincare	57.95%	1. Travelling	60.82%	1. Health & Wellness	69.57%
2. Shopping	60.91%	1. Travelling	57.95%	2. Skincare	58.76%	2. Skincare	63.04%
3. Makeup	60%	3. Watching TV shows & movies	51.79%	3. Health & Wellness	53.61%	2. Travelling	63.04%
4. Skincare	56.36%	4. Shopping	49.23%	4. Shopping	49.48%	4. Shopping	60.87%
5. Music	50.91%	5. Health & Wellness	46.67%	5. Watching TV shows & movies	47.42%	5. Cooking / Baking	54.35%
						5. Watching TV shows & movies	54.35%

Comparison across generations

Top 5 sleeping timings

18 to 24 (Gen Z)	25 to 34 (Zillennials)	35 to 44 (Millennials)	45 to 54 (Gen X)
1. 1am to 2am 28.18%	1. 11pm to 12am 30.77%	1. 11pm to 12am 34.02%	1. 11pm to 12am 32.61%
2. 12am to 1am 25.45%	2. 12am to 1am 25.64%	2. 12am to 1am 25.77%	2. 12am to 1am 28.26%
3. 11pm to 12am 18.18%	3. 1am to 2am 20.51%	3. 1am to 2am 14.43%	3. 10pm to 11pm 15.22%
4. 2am to 3am 16.36%	4. 10pm to 11pm 13.85%	4. 10pm to 11pm 9.28%	4. 1am to 2am 13.04%
5. 3am to 4am 4.55%	5. 2am to 3am 5.13%	5. 9pm to 10pm 6.19%	5. 2am to 3am 4.35%
			5. 9pm to 10pm 4.35%

Comparison across generations

Where do they usually search for reviews before buying a beauty product?

18 to 24 (Gen Z)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)	
1. TikTok	63.21%	1. Google	64.52%	1. Google	60.47%	1. Google	60.47%
2. Word of Mouth	57.55%	2. Instagram	45.7%	2. Instagram	51.16%	2. Instagram	46.51%
3. Instagram	52.83%	3. Word of Mouth	45.7%	3. Word of Mouth	38.37%	3. Facebook	41.86%
4. Google	45.28%	4. TikTok	38.17%	4. E-commerce sites	30.23%	4. Word of Mouth	37.21%
5. YouTube	41.51%	5. E-commerce sites	32.8%	5. Facebook	25.58%	5. YouTube	25.58%

Comparison across generations

How can we help you?



TikTok

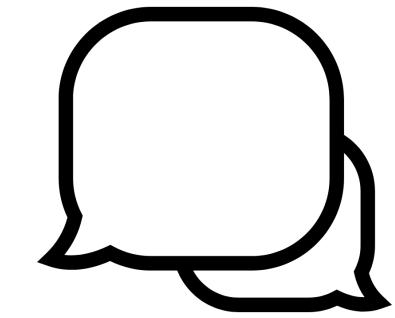
Google



Shopee



Lazada



**Social media
video
with 50k
guaranteed
views**

[View Example](#)

**Review
articles**

[Expert Review](#)

[Real Readers
Review](#)

**E-Commerce
reviews seeding**

[View Example](#)

**70% of our readers
are frequently
asked by friends
and family for
beauty
recommendations**

Comparison across generations

Where do they usually search for reviews before buying a beauty service?

18 to 24 (Gen Z)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)	
1. TikTok	65.31%	1. Google	68.75%	1. Google	66.25%	1. Google	59.52%
2. Word of Mouth	64.29%	2. Instagram	50%	2. Instagram	45%	2. Instagram	47.62%
3. Instagram	63.27%	3. Word of Mouth	44.32%	3. Facebook	40%	3. Word of Mouth	42.86%
4. Google	43.88%	4. E-commerce sites	34.66%	4. Word of Mouth	37.5%	4. Facebook	40.48%
5. 小红书	30.61%	5. TikTok	30.68%	5. E-commerce sites	27.5%	5. E-commerce sites	33.33%

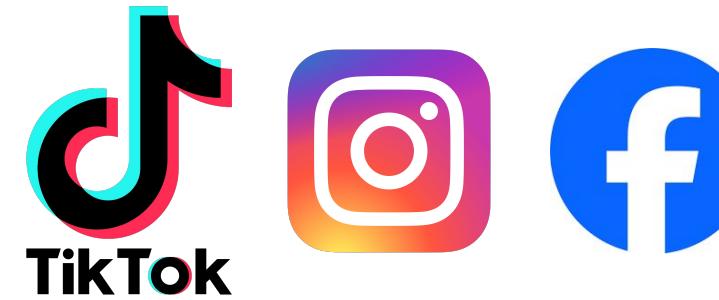
Comparison across generations

Top 5 applications used/opened regularly

18 to 24 (Gen Z)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)	
1. Instagram	92.73%	1. Instagram	85.13%	1. WhatsApp	93.81%	1. WhatsApp	78.26%
2. Telegram	85.45%	2. WhatsApp	78.46%	2. Instagram	79.38%	2. Facebook	73.91%
3. WhatsApp	71.82%	3. Telegram	70.26%	3. Facebook	67.01%	3. Instagram	69.57%
4. TikTok	69.09%	4. YouTube	45.13%	4. Telegram	56.7%	4. YouTube	47.83%
5. YouTube	67.27%	5. Facebook	44.62%	5. YouTube	39.18%	5. Telegram	45.65%

Comparison across generations

How can we help you?



**Social media
video
with 50k
guaranteed
views**

[View Example](#)

**Largest
beauty/female
channel following
in Singapore that is
about content
related**

[View Channel](#)

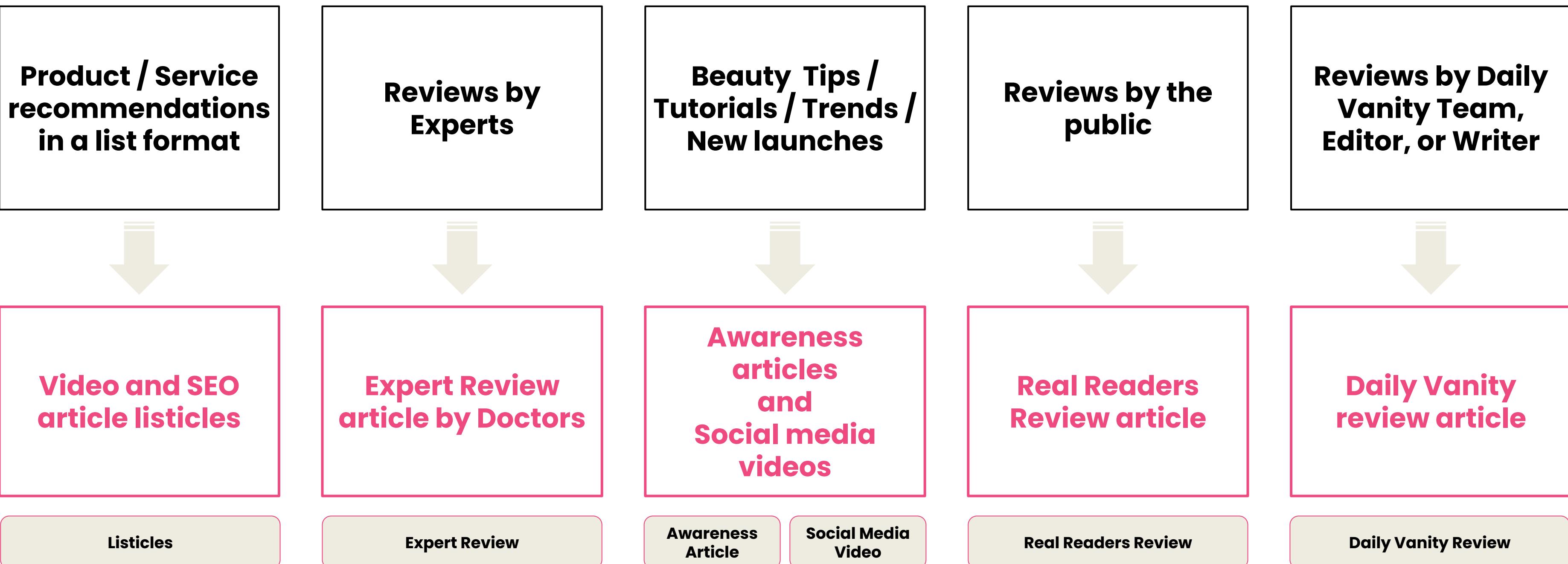
Comparison across generations

Top 10 types of beauty content they would like to consume

18 to 24 (Gen Z)	25 to 34 (Zillennials)	35 to 44 (Millennials)	45 to 54 (Gen X)
1. Product recommendations in a list format 64.55%	1. Product recommendations in a list format 61.54%	1. Reviews by the public 61.54%	1. Reviews by experts 69.57%
2. Reviews by experts 63.64%	2. Reviews by experts 58.46%	2. Products recommendations in a list format 58.46%	2. Beauty tips 56.52%
3. Beauty tips 60%	3. Beauty tips 57.44%	3. Beauty tips 57.44%	3. Products recommendations in a list format 50%
4. Tutorials 56.36%	4. Reviews by the public 56.41%	4. Services recommendations in a list format 56.41%	4. Reviews by Daily Vanity team 45.65%
5. Reviews by the public 50%	5. Services recommendations in a list format 45.64%	5. Reviews by experts 45.64%	5. Reviews by the public 36.96%
5. Trends 50%	5. Investigative research 45.64%	5. Reviews by Daily Vanity team 45.64%	5. Services recommendations in a list format 36.96%
7. Services recommendations in a list format 49.09%	7. Tutorials 40%	7. New launches 40%	7. Investigative research 32.61%
8. Investigative research 37.27%	8. Reviews by Daily Vanity team 38.97%	8. Reviews by local influencers +3 38.97%	8. Tutorials 28.26%
8. Reviews by local influencers 37.27%	9. Trends 35.38%	9. Tutorials -3 35.38%	9. Expert interviews 26.09%
10. New launches +3 30.91%	10. Reviews by Daily Vanity editor/writer 33.33%	10. Investigative research 33.33%	9. Reviews by Daily Vanity editor/writer 26.09%
10. Reviews by Daily Vanity team 30.91%			

Comparison across generations

How can we help you?



Comparison across generations

Do they watch beauty livestreams?

**18 to 24
(Gen Z)**

24.89%

Yes

**versus 18.85% in
2023**

**25 to 34
(Zillennials)**

24.1%

Yes

**versus 24.02% in
2023**

**35 to 44
(Millennials)**

30.93%

Yes

**versus 27.12% in
2023**

**45 to 54
(Gen X)**

39.13%

Yes

**versus 32.14% in
2023**

Comparison across generations

Platforms they watch livestream on

18 to 24 (Gen Z)	25 to 34 (Zillennials)	35 to 44 (Millennials)	45 to 54 (Gen X)
1. TikTok 82.14%	1. Instagram 55.32%	1. Facebook 50%	1. Facebook 83.33%
2. Douyin 32.14%	1. TikTok 55.32%	1. Instagram 50%	2. Instagram 55.56%
2. Instagram 32.14%	3. Shopee 38.3%	3. TikTok 40%	3. Shopee 33.33%
4. 小红书 28.57%	4. Facebook 34.04%	4. Shopee 26.67%	4. TikTok 27.78%
5. Shopee 21.43%	5. 小红书 21.28%	5. 小红书 20%	5. YouTube 22.22%

Comparison across generations

How can we help you?



**Livestreamers
engagement**

Comparison across generations

Top 5 promotion mechanics that will attract them to buy

18 to 24 (Gen Z)	25 to 34 (Zillennials)	35 to 44 (Millennials)	45 to 54 (Gen X)
1. 50% discount 84.55%	1. 50% discount 84.1%	1. Buy 1 get 1 free 73.21%	1. 50% discount 69.57%
2. Buy 1 get 1 free 83.64%	2. Buy 1 get 1 free 76.41%	2. Free shipping 72.16%	2. Free shipping 67.39%
3. Free shipping 73.64%	3. Free shipping 66.15%	3. 50% discount 71.13%	3. Free samples 63.04%
4. Gift with purchase 66.36%	4. Free samples 54.87%	4. Free samples 60.82%	4. Buy 1 get 1 free 58.7%
5. Free samples 62.73	5. Gift with purchase 53.85%	5. Gift with purchase 48.45%	5. Gift with purchase 50%

Comparison across generations

Top 5 sales festivals that had attracted them to buy beauty products

18 to 24 (Gen Z)	25 to 34 (Zillennials)	35 to 44 (Millennials)	45 to 54 (Gen X)
1. Black Friday 72.73%	1. Black Friday 70.26%	1. Black Friday 61.86%	1. Clearance / warehouse sale 63.04%
2. Clearance / warehouse sale 70.91%	2. Clearance / warehouse sale 66.15%	2. 11.11 58.76%	2. Christmas Sale 56.52%
3. 11.11 65.45%	3. 11.11 64.1%	2. Clearance / warehouse sale 58.76%	3. Black Friday 50%
4. Great Singapore Sale 59.09%	4. Christmas sale 58.46%	4. Christmas sale 57.73%	3. Great Singapore Sale 50%
5. Christmas sale 56.36%	5. Great Singapore Sale 49.74%	5. 12.12 54.64%	5. 11.11 45.65%

Comparison across generations

If they can buy beauty products online now and pay later in instalments with no extra charges, will they do so?

**18 to 24
(Gen Z)**

41.82%

Yes

versus 56.54% in 2023

**25 to 34
(Zillennials)**

54.36%

Yes

versus 58.82% in 2023

**35 to 44
(Millennials)**

62.89%

Yes

versus 63.28% in 2023

**45 to 54
(Gen X)**

58.7%

Yes

versus 60.71% in 2023

Comparison across generations

If they can buy beauty services online now and pay later in instalments with no extra charges, will they do so?

**18 to 24
(Gen Z)**

40%

Yes

versus 52.36% in 2023

**25 to 34
(Zillennials)**

54.87%

Yes

versus 62.01% in 2023

**35 to 44
(Millennials)**

61.86%

Yes

versus 66.1% in 2023

**45 to 54
(Gen X)**

56.52%

Yes

versus 58.93% in 2023

Comparison across generations

Top 10 trusted websites for beauty content

Think of it as for every 100 who reads the content, how many percent believes it is legit and decides to take action because of that trust.

18 to 24 (Gen Z)

1. Daily Vanity	69.09%
2. Beauty Insider	52.76%
3. Vogue	37.27%
4. The Smart Local	35.45%
5. Harper's Bazaar	30.91%
6. Vanity Suite	30.91%
7. Elle	30%
8. Girl Style	28.18%
9. Zula	26.36%
10. Her World	23.64%

25 to 34 (Zillennials)

1. Daily Vanity	70.26%
2. Beauty Insider	44.62%
3. The Smart Local	30.77%
4. Her World	28.72%
5. Vogue	26.67%
6. Women's Weekly	25.13%
7. Harper's Bazaar	23.08%
8. Vanity Suite	19.49%
9. Try and Review	18.97%
10. Beauty Undercover	18.46%

35 to 44 (Millennials)

1. Daily Vanity	69.07%
2. Her World	43.3%
3. Beauty Insider	34.02%
4. Women's Weekly	32.99%
5. The Smart Local	20.62%
6. Nuyou	18.56%
7. Harper's Bazaar	16.49%
7. Try and Review	16.49%
9. Vogue	15.46%
10. Female	13.4%

1. Daily Vanity	65.22%
2. Beauty Insider	41.3%
2. Her World	41.3%
4. Women's Weekly	32.61%
5. Beauty Undercover	23.91%
5. Harper's Bazaar	23.91%
5. Try and Review	23.91%
8. CNA Luxury	21.74%
9. Female	17.39%
9. The Smart Local	17.39%

10. Mothership	13.4%
9. Vogue	17.39%

Comparison across generations

Beauty advocates concentration on Daily Vanity (Word of mouth)

**18 to 24
(Gen Z)**

75%

of those who trust us are
frequently asked by friends and
families for beauty
recommendations

**25 to 34
(Zillennials)**

67.15%

of those who trust us are
frequently asked by friends and
families for beauty
recommendations

**35 to 44
(Millennials)**

73.13%

of those who trust us are
frequently asked by friends and
families for beauty
recommendations

**45 to 54
(Gen X)**

66.67

%
of those who trust us are
frequently asked by friends and
families for beauty
recommendations

Our readers are the key opinion consumers you are looking for

Comparison across generations

Top 10 reasons that made them switch beauty brands in the past 1 year

18 to 24 (Gen Z)

1. Previous product didn't work	65.45%
2. Previous product made skin worse	35.45%
3. Friends or family raving about it	35.45%
4. Many local influencers raving about it	30.91%
5. Got it as a gift, used it and loved it	30%
6. Attracted by discounts	28.18%
7. Many int'l influencers raving about it	22.73%
8. Samples experience seems good	20%
9. Attracted by the packaging	11.82%
10. Ingredients in it seems interesting	10%

25 to 34 (Zillennials)

1. Previous product didn't work	56.92%
2. Previous product made skin worse	33.33%
2. Samples experience seems good	33.33%
4. Friends or family raving about it	31.28%
5. Got it as a gift, used it and loved it	30.26%
6. Attracted by discounts	29.23%
7. Many local influencers raving about it	18.46%
8. Many int'l influencers raving about it	17.44
9. Attracted by the packaging	13.33
10. Ingredients in it seem interesting	10.77%

35 to 44 (Millennials)

1. Previous product didn't work	56.7%
2. Friends or family raving about it	36.08%
2. Samples experience seems good	36.08%
4. Got it as a gift, used it and loved it	32.99%
5. Attracted by discounts	28.87%
6. Previous product made skin worse	23.71%
7. Many local influencers raving about it	20.62%
8. Many int'l influencers raving about it	14.43%
9. Attracted by the packaging	12.37%
9. Ingredients in it seem interesting	12.37%

45 to 54 (Gen X)

1. Previous product didn't work	47.83%
2. Samples experience seems good	36.96%
3. Friends or family raving about it	28.26%
4. Got it as a gift, used it and loved it	26.09%
4. Previous product made skin worse	26.09%
6. Attracted by discounts	19.57%
7. Ingredients in it seem interesting	15.22%
8. Many int'l influencers raving about it	13.04%
8. Attracted by the packaging	13.04%
8. Many local influencers raving about it	13.04%

Comparison across generations

Generally, do they trust influencers' beauty recommendations?

**18 to 24
(Gen Z)**

58.18%

Yes

**25 to 34
(Zillennials)**

48.04%

Yes

**35 to 44
(Millennials)**

35.05%

Yes

**45 to 54
(Gen X)**

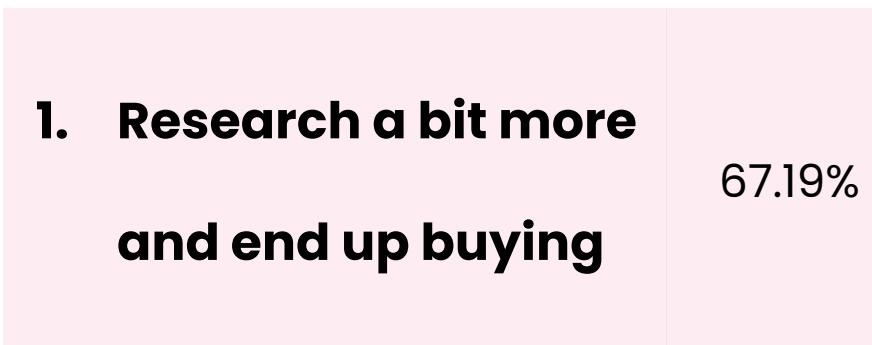
45.65%

Yes

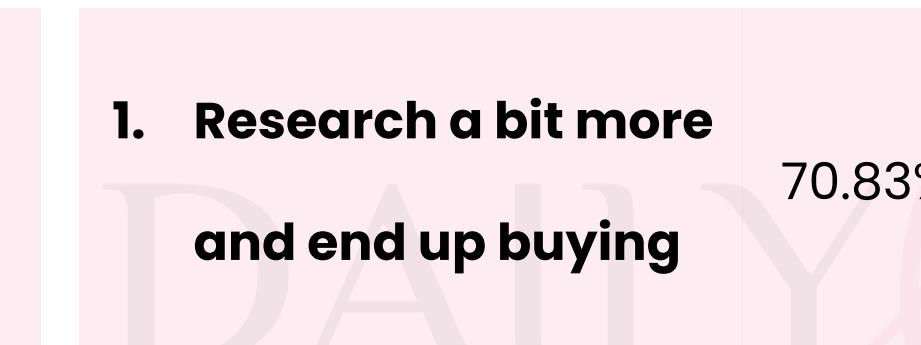
Comparison across generations

When an influencer recommends a beauty product, they usually

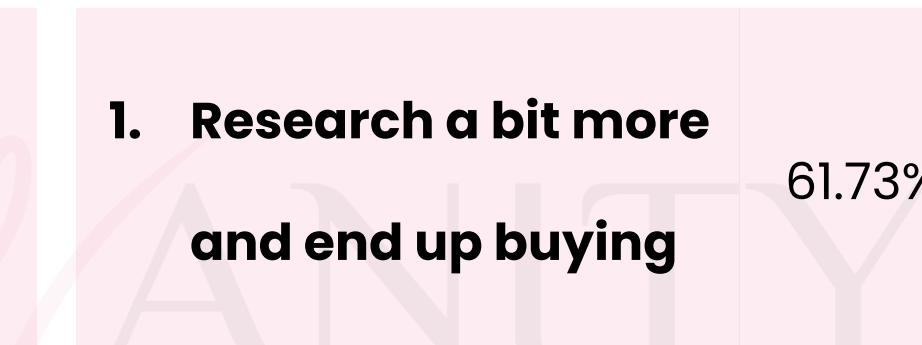
18 to 24 (Gen Z)



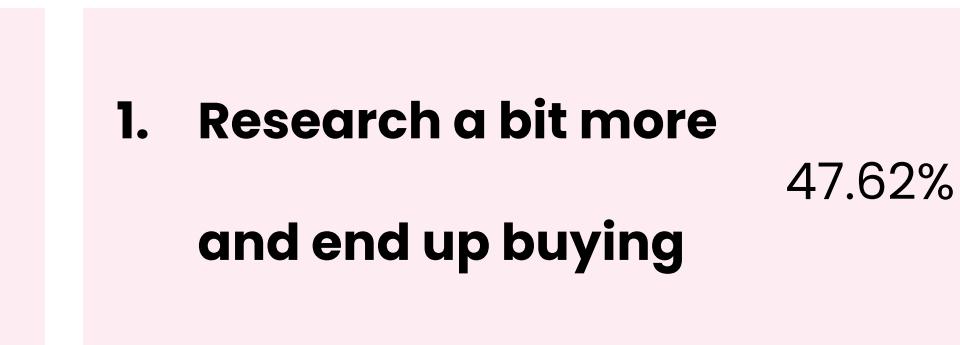
25 to 34 (Zillennials)



35 to 44 (Millennials)



45 to 54 (Gen X)



4. Buy with little/no
research

2.08%

4. Don't really care

5.88%

4. Buy with little/no
research

4.76%

Comparison across generations

Top 5 trusted influencers on beauty matters

18 to 24 (Gen Z)

1. Clara Li	11.82%
2. Daniel Chan	10%
3. Mong Chin	7.27%
4. Naomi Neo	4.55%
4. Vivien Toh	4.55%

25 to 34 (Zillennials)

1. Mong Chin	11.79%
2. Naomi Neo	3.59%
3. Anda Chaudhry	3.08%
3. Khaw Xin Lin	3.08%
3. Yina Goh	3.08%

35 to 44 (Millennials)

1. Mong Chin	8.25%
2. Yina Goh	5.15%
3. Naomi Neo	4.12%
3. Wendy Cheng	4.12%
5. Agnes Low	3.09%

45 to 54 (Gen X)

1. Naomi Neo	8.7%
2. Mong Chin	4.35%
2. Yina Goh	4.35%
2. Wendy Cheng	4.35%
5. Agnes Low	2.17%

5. Melissa C. Koh	3.09%
5. Rachell Ng	3.09%

Comparison across generations

Top 5 distrusted influencers on beauty matters

18 to 24 (Gen Z)

1. Wendy Cheng	4.55%
1. Naomi Neo	4.55%
3. Ang Qiu Ting	2.73%
4. Debbie Soon	1.82%
4. Anda Chaudhry	1.82%

25 to 34 (Zillennials)

1. Wendy Cheng	4.62%
2. Naomi Neo	4.1%
3. Ang Qiu Ting	3.08%
4. Mong Chin	2.56%
5. Anda Chaudhry	1.54%

35 to 44 (Millennials)

1. Wendy Cheng	9.28%
2. Ang Qiu Ting	4.12%
2. Mong Chin	4.12%
3. Alyna Neo	3.09%
4. Melissa C. Koh	2.06%

45 to 54 (Gen X)

1. Anda Chaudhry	4.35%
1. Alyna Neo	4.35%
3. Debbie Soon	2.17%
3. Melissa C. Koh	2.17%
3. Naomi Neo	2.17%

5. Novita Lam	2.06%
5. Yina Goh	2.06%
5. Zoe Raymond	2.06%

Comparison across generations

Top 5 base makeup products used

**18 to 24
(Gen Z)**

1. Liquid concealer	69.86%
2. Powder blush	56.16%
3. Liquid foundation	52.05%
4. Cushion foundation	41.1%
5. Bronzing or contouring powder	39.73%

**25 to 34
(Zillennials)**

1. Liquid foundation	52.21%
2. Powder blush	49.56%
3. Liquid concealer	46.9%
4. Face primer	42.48%
5. Cushion foundation	39.82%

**35 to 44
(Millennials)**

1. Liquid foundation	55.77%
2. Face primer	55.77%
3. Powder blush	55.77%
4. BB cream	40.38%
5. Powder foundation	38.46%

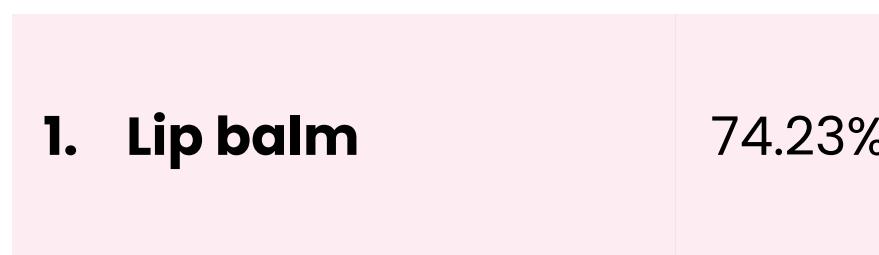
**45 to 54
(Gen X)**

1. Liquid foundation	62.5%
2. BB cream	54.17%
3. Face primer	54.17%
4. Liquid concealer	41.67%
4. Powder blush	41.67%

Comparison across generations

Top 5 lip products used

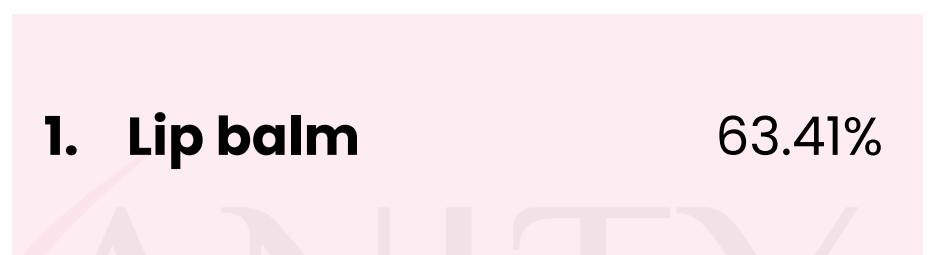
18 to 24 (Gen Z)



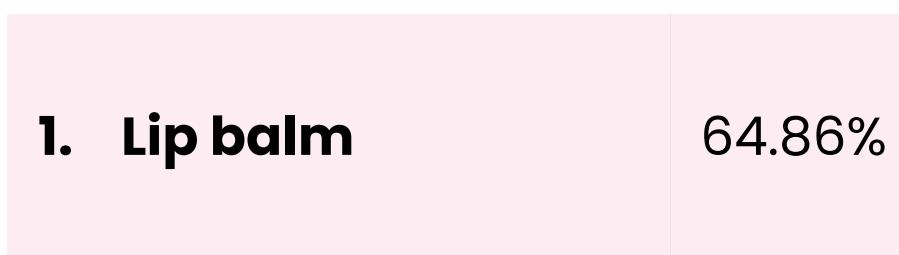
25 to 34 (Zillennials)



35 to 44 (Millennials)



45 to 54 (Gen X)



Comparison across generations

Top 5 hair care products used

**18 to 24
(Gen Z)**

**25 to 34
(Zillennials)**

**35 to 44
(Millennials)**

**45 to 54
(Gen X)**

1. Shampoo	97.27%	1. Shampoo	97.44%	1. Shampoo	97.94%	1. Shampoo	95.65%
2. Conditioner	90.91%	2. Conditioner	85.64%	2. Conditioner	85.57%	2. Conditioner	84.78%
3. Hair oil	50%	3. Hair oil	42.56%	3. Hairdryer	44.33%	3. Hair oil	28.26%
4. Hairdryer	37.27%	4. Hairdryer	42.05%	4. Hair mask	39.18%	4. Hair serum	26.09%
5. Hair mask	36.36%	5. Hair mask	31.28%	5. Hair oil	39.18%	5. Hair mask	21.74%

Comparison across generations

Do they often go for scalp or hair loss/thinning related treatments?

**18 to 24
(Gen Z)**

6.36%

Yes

Despite **38.18%** and **20.91%** having hair loss and thinning hair concerns respectively.

**25 to 34
(Zillennials)**

13.33

%

Despite **46.67%** and **33.85%** Yes having hair loss and thinning hair concerns respectively.

**35 to 44
(Millennials)**

18.56%

Yes

Despite **46.39%** and **25.77%** having hair loss and thinning hair concerns respectively.

**45 to 54
(Gen X)**

15.22

%

Despite **52.17%** and **34.78%** Yes having hair loss and thinning hair concerns respectively.

Comparison across generations

How often do they have their hair cut?

18 to 24 (Gen Z)

25 to 34 (Zillennials)

35 to 44 (Millennials)

45 to 54 (Gen X)

1. Quarterly	35.45%	1. Bi-annually	32.82%	1. Quarterly	34.02%	1. Quarterly	41.3%
2. Bi-annually	31.82%	2. Quarterly	28.21%	2. Bi-annually	23.71%	2. Bi-annually	23.91%
3. Annually	22.73%	3. Annually	25.64%	3. Annually	21.65%	3. Annually	15.22%
4. Bi-monthly	5.45%	4. Bi-monthly	9.23%	4. Bi-monthly	11.34%	4. Monthly	8.7%
5. Monthly	3.64%	5. Monthly	3.59%	5. Monthly	9.28%	4. Bi-monthly	8.7%
6. Weekly	0.91%	6. Weekly	0.51%	6. Weekly	0%	6. Weekly	2.17%

Comparison across generations

How often do they refresh their hair colour?

18 to 24 (Gen Z)

25 to 34 (Zillennials)

35 to 44 (Millennials)

45 to 54 (Gen X)

1. Never coloured before	33.64%	1. Rarely	30.77%	1. Quarterly	20.62%	1. Monthly	19.57%
2. Rarely	30.91%	2. Never coloured before	20%	2. Bi-annually	20.62%	2. Bi-monthly	17.39%
3. Quarterly	11.82%	3. Annually	15.9%	3. Rarely	20.62%	2. Quarterly	17.39%
3. Bi-annually	11.82%	4. Bi-annually	13.85%	4. Never coloured before	15.46%	2. Bi-annually	17.39%
5. Annually	9.09%	5. Quarterly	12.31%	5. Annually	10.31%	5. Rarely	13.04%
6. Bi-monthly	1.82%	6. Bi-monthly	4.1%	6. Monthly	6.19%	6. Annually	8.7%
7. Weekly	0.9%	7. Monthly	2.05%	7. Bi-monthly	6.19%	7. Never coloured before	6.52%
8. Monthly	0%	8. Weekly	1.03%	8. Weekly	0%	8. Weekly	0%

Comparison across generations

Top 10 skincare products used in the morning

18 to 24 (Gen Z)

1. Apply-on sunscreen	74.55%
2. Toner	60%
2. Serum	60%
4. Foam cleanser	54.55%
5. Cream moisturiser	33.64%
5. Lotion	+10 33.64%
7. Essence	30.91%
8. Sheet mask	+6 27.27%
9. Micellar water	+6 26.36%
10. Gel moisturiser	25.45%

25 to 34 (Zillennials)

1. Apply-on sunscreen	71.28%
2. Toner	64.1%
2. Foam cleanser	59.49%
4. Serum	48.21%
5. Cream moisturiser	37.95%
5. Eye cream	34.36%
7. Gel moisturiser	+3 32.31%
8. Sheet mask	+5 30.77%
9. Lotion	28.21%
10. Essence	27.69%

35 to 44 (Millennials)

1. Apply-on sunscreen	77.32%
2. Toner	70.1%
3. Serum	57.73%
4. Foam cleanser	50.52%
5. Essence	49.48%
6. Eye cream	43.3%
7. Sheet mask	+7 38.14%
8. Cream moisturiser	37.11%
9. Facial scrub	32.99%
10. Face mist, Facial cleansing device, Gel cleanser, and Gel moisturiser	30.93%

45 to 54 (Gen X)

1. Apply-on sunscreen	67.39%
2. Serum	63.04%
3. Toner	58.7%
4. Foam cleanser	56.52%
5. Eye cream	41.3%
6. Gel cleanser	+8 34.78%
6. Sheet mask	+15 34.78%
8. Essence	32.61%
8. Lotion	+6 32.61%
10. Facial cleansing device	30.43%

Comparison across generations

Top 10 skincare products used in the night

**18 to 24
(Gen Z)**

1. Toner	62.73%
2. Serum	59.09%
3. Foam cleanser	45.45%
4. Sheet mask	44.55%
5. Cream moisturiser	43.64%
6. Micellar water	40%
7. Lotion	+14 31.82%
8. Oil makeup remover	+3 30.91%
9. Gel moisturiser	+4 28.18%
9. Eye cream	28.18%

**25 to 34
(Zillennials)**

1. Toner	59.49%
2. Serum	50.77%
3. Foam cleanser	48.21%
4. Sheet mask	40%
5. Cream moisturiser	37.95%
6. Eye cream	37.95%
7. Micellar water	31.79%
8. Essence	27.18%
9. Gel moisturiser	+3 26.15%
9. Gel cleanser	24.62%

**35 to 44
(Millennials)**

1. Toner	67.01%
2. Serum	59.79%
3. Foam cleanser	53.61%
4. Sheet mask	46.39%
5. Eye cream	44.33%
6. Essence	41.24%
7. Cream moisturiser	39.18%
8. Micellar water	34.02%
9. Facial scrub	32.99%
10. Gel cleanser	+3 31.96%

**45 to 54
(Gen X)**

1. Serum	58.7%
2. Toner	47.83%
3. Oil makeup remover	43.48%
4. Cream moisturiser	41.3%
4. Foam cleanser	41.3%
6. Eye cream	39.13%
7. Sheet mask	36.96%
8. Facial scrub	+3 32.61%
9. Essence	30.43%
9. Gel cleanser	+6 30.43%

Comparison across generations

How often do they go for a facial treatment at a salon?

18 to 24 (Gen Z)

25 to 34 (Zillennials)

35 to 44 (Millennials)

45 to 54 (Gen X)

1. Don't do facial	39.09%	1. Monthly	26.67%	1. Monthly	35.05%	1. Don't do facial	23.91%
2. Rarely	26.36%	2. Don't do facial	22.56%	2. Don't do facial	15.46%	1. Monthly	23.91%
3. Monthly	10.91%	3. Rarely	22.05%	2. Rarely	15.46%	3. Rarely	19.57%
4. Bi-monthly	6.36%	4. Quarterly	7.69%	4. Bi-monthly	11.34%	4. Quarterly	15.22%
5. Quarterly	5.45%	5. Bi-monthly	7.18%	5. Quarterly	6.19%	5. Bi-monthly	6.52%
5. Annually	5.45%	6. Annually	5.13%	6. Annually	5.15%	6. Annually	4.35%
7. Bi-weekly	4.55%	6. Bi-annually	5.13%	6. Bi-annually	5.15%	6. Bi-weekly	4.35%
8. Bi-annually	1.82%	8. Bi-weekly	2.05%	6. Bi-weekly	5.15%	8. Every other day	2.17%
9. Weekly	0%	9. Weekly	1.54%	9. Weekly	1.03%	9. Weekly	0%

Comparison across generations

Do they currently have a facial package?

**18 to 24
(Gen Z)**

**Of the 60.91% who
does facial**

31.34%
have a package

**25 to 34
(Zillennials)**

**Of the 77.44% who
does facial**

49.67%
have a package

**35 to 44
(Millennials)**

**Of the 84.54% who
does facial**

42.37%
have a package

**45 to 54
(Gen X)**

**Of the 76.09% who
does facial**

57.14%
have a package

Comparison across generations

How much do they usually spend on packages?

18 to 24 (Gen Z)	25 to 34 (Zillennials)	35 to 44 (Millennials)	45 to 54 (Gen X)
1. <\$500 28.57%	1. \$500 to \$999 26.67%	1. \$1,000 to \$1,499 36.17%	1. <\$500 30%
1. \$500 to \$999 28.57%	1. \$1,000 to \$1,499 26.67%	2. >\$1,999 21.28%	2. \$1,000 to \$1,499 20%
1. \$1,000 to \$1,499 28.57%	3. >\$1,999 18.67%	3. \$1,500 to \$1,999 19.15%	2. >\$1,999 20%
4. >\$1,999 9.52%	4. \$1,500 to \$1,999 14.67%	4. <\$500 14.89%	4. \$500 to \$999 15%
5. \$1,500 to \$1,999 4.76%	5. <\$500 13.33%	5. \$500 to \$999 8.51%	4. \$1,500 to \$1,999 15%

Comparison across generations

Top 20 Trusted Skincare Brands (1 to 10)

18 to 24 (Gen Z)

1. Innisfree	40%
2. Beauty of Joseon	+6 36.36%
3. Kiehl's	35.45%
4. Laneige	34.55%
5. La Roche-Posay	31.82%
6. Clinique	+8 30.91%
7. CeraVe	30%
7. Cetaphil	-5 30%
7. Cosrx	30%
10. Estee Lauder	27.27%

25 to 34 (Zillennials)

1. Laneige	36.41%
2. Innisfree	30.26%
3. Kiehl's	28.72%
4. Cetaphil	26.67%
5. Biore	25.64%
5. Clinique	25.64%
7. Aesop	25.13%
8. Cosrx	24.62%
8. Dr. Jart+	24.62%
10. La Roche-Posay	23.59%

35 to 44 (Millennials)

1. Laneige	30.93%
2. Aesop	29.9%
2. Estée Lauder	29.9%
2. L'Occitane	29.9%
2. SK-II	29.9%
6. Kiehl's	28.87%
7. Clarins	27.84%
7. Lancôme	27.84%
7. Shiseido	26.8%
10. Cetaphil	-8 23.71%

45 to 54 (Gen X)

1. Kiehl's	36.96%
2. Bioderma	28.26%
2. Biore	28.26%
2. Cetaphil	28.26%
2. L'Occitane	28.26%
6. Clarins	26.09%
6. Clinique	26.09%
6. Innisfree	26.09%
9. Estée Lauder	21.74%
10. Aesop	19.57%

Comparison across generations

Top 20 Trusted Skincare Brands (11 to 20)

18 to 24 (Gen Z)

11. Banila Co	+9	26.36%
11. Dr. Jart+		26.36%
11. YSL		26.36%
14. 3CE		25.45%
14. Bioderma	+15	25.45%
16. Biore	-6	24.55%
16. Dior Beauty	+11	24.55%
18. ETUDE	-13	22.73%
18. Hada Labo		22.73%
18. SK-II		22.73%

25 to 34 (Zillennials)

11. Estee Lauder	-3	22.56%
11. Hada Labo	-4	22.56%
11. Sulwhasoo	-4	22.56%
14. ETUDE	-10	22.05%
14. Lancôme		22.05%
16. Clarins		21.54%
16. Medicube	+18	21.54%
18. SK-II		21.03%
19. CeraVe	+37	19.49%
19. Mediheal	+47	19.49%

35 to 44 (Millennials)

10. Innisfree		23.71%
12. Sulwhasoo		22.68%
13. Cosrx	+47	20.62%
14. Bio-Essence		19.59%
14. Clinique		19.59%
16. Bioderma		18.56%
16. Biore	-9	18.56%
16. Kose		18.56%
16. The Body Shop		18.56%
20. Burt's Bees, ETUDE		17.53%

45 to 54 (Gen X)

10. Crabtree & Evelyn, La Roche-Posay, Shiseido, SK-II	19.57%
15. Beauty of Joseon, Bio-Essence, Hada Labo, Origins, Sulwhasoo	17.39%
20. Chanel, Fancl, Kose, Lancôme, Laneige, MAC, Neutrogena, Shu Uemura, The Body Shop	15.22%

Comparison across generations

Top 20 Trusted Makeup Brands (1 to 10)

18 to 24 (Gen Z)

1. Dior Beauty	+7	24.55%
2. 3CE		21.82%
2. Benefit Cosmet	+11	21.82%
2. Fenty Beauty		21.82%
2. Innisfree		21.82%
2. Rare Beauty	+7	21.82%
7. Bobbi Brown		20.91%
7. Clinique	+10	20.91%
7. ETUDE	-4	20.91%
7. Maybelline		20.91%
10. Charlotte Tilbu	+18	15.38%

25 to 34 (Zillennials)

1. 3CE	+9	18.97%
2. Bobbi Brown	+5	18.46%
2. ETUDE		18.46%
4. Dior Beauty		17.95%
5. Laneige		17.44%
6. Benefit Cosmetics		16.92%
7. Maybelline	-3	16.41%
8. Innisfree	-6	15.9%
8. Shu Uemura		15.9%
10. Charlotte Tilbu	+18	15.38%

35 to 44 (Millennials)

1. Bobbi Brown		16.49%
1. Chanel		16.49%
1. Estée Lauder		16.49%
4. Dior Beauty		14.43%
4. MAC		14.43%
4. Maybelline		14.43%
7. Canmake		13.4%
8. ETUDE		11.34%
8. Lancôme		11.34%
8. Make Up For Ever		11.34%

45 to 54 (Gen X)

1. Estée Lauder		32.61%
2. Lancôme		21.74%
2. MAC		21.74%
4. Bobbi Brown		19.57%
5. Clarins		17.39%
5. Clinique		17.39%
7. Chanel		15.22%
7. Laneige		15.22%
7. Dior Beauty		15.22%
10. ETUDE		13.04%

Comparison across generations

Top 20 Trusted Makeup Brands (11 to 20)

18 to 24 (Gen Z)

11. Canmake	+12	20%
11. YSL		20%
13. MAC	-6	19.09%
14. Estee Lauder		18.18%
14. Laneige		18.18%
14. NARS		18.18%
14. Peripera		18.18%
18. Charlotte Tilbury	-7	17.27%
18. ColourPop	-13	17.27%
18. Heroine Make		17.27%

25 to 34 (Zillennials)

11. Estee Lauder		14.87%
11. MAC	-10	14.87%
11. YSL		14.87%
14. Fenty Beauty	-6	14.36%
15. Chanel	-3	13.85%
15. Make Up For Ever		13.85%
17. Canmake	-4	13.33%
17. Laura Mercier		13.33%
19. Lancôme		12.82%
20. Urban Decay		12.31%

35 to 44 (Millennials)

8. Shiseido		11.34%
12. 3CE		10.31%
12. Clarins		10.31%
12. Innisfree		10.31%
15. Shu Uemura	-8	9.28%
15. YSL		9.28%
17. Benefit Cosmetics	-10	8.25%
17. Clinique	-10	8.25%
17. Guerlain		8.25%
17. Laneige	-11	8.25%

45 to 54 (Gen X)

10. Innisfree, Shu Uemura, Maybelline	13.04%
14. Benefit Cosmetics, Guerlain, L'Occitane	10.87%
17. April Skin, Canmake, Clio, Cezanne, Decorté, Fenty Beauty, Jill Stuart, Kose, La Mer, NARS, YSL, Shiseido, The Body Shop, The Face Shop	8.7%

Comparison across generations

Top 20 Trusted Haircare Brands (1 to 10)

18 to 24 (Gen Z)

1. L'Oreal Paris	18.18%
2. Kerastase	15.45%
3. Olaplex	13.64%
4. Dove	11.82%
4. OUAI	+10 11.82%
6. Head & Shoulders	-3 10%
6. Mise En Scène	+4 10%
6. Watsons	+15 10%
9. Aesop	+8 9.09%
9. L'Occitane	9.09%

25 to 34 (Zillennials)

1. Kerastase	20%
2. L'Oreal Paris	14.36%
3. Innisfree	13.85%
4. Moist Diane	12.82%
5. Dove	-4 12.31%
5. L'Occitane	12.31%
7. Olaplex	11.28%
8. Aesop	10.26%
9. Aveda	9.74%
10. L'Oreal Professionnel	9.23%

35 to 44 (Millennials)

1. Kerastase	21.65%
2. L'Oreal Paris	16.49%
3. L'Occitane	14.43%
3. Shiseido Professional	14.43%
5. L'Oreal Professionnel	13.4%
6. Aesop	12.37%
7. Goldwell	+27 11.34%
8. Lucido-L	10.31%
9. Aveda	9.28%
9. Tsubaki	-5 9.28%

45 to 54 (Gen X)

1. Aveda	19.57%
1. Kerastase	19.57%
3. L'Occitane	15.22%
3. The Body Shop	15.22%
5. L'Oreal Paris	13.04%
6. Himalaya Herbals	10.87%
6. Pantene	10.87%
8. Aesop	8.7%
8. Innisfree	8.7%
8. John Frieda	8.7%

Comparison across generations

Top 20 Trusted Haircare Brands (11 to 20)

18 to 24 (Gen Z)

9. Moist Diane	9.09%
9. Tsubaki	9.09%
13. Innisfree	-7 7.27%
13. Pantene	-8 7.27%
15. Kiehl's	6.36%
16. Johnson & John	-4 5.45%
16. L'Oreal Professionnel	5.45%
16. Lucido-L	5.45%
16. OGX Organix	5.45%
16. Shiseido Professional	5.45%

25 to 34 (Zillennials)

10. PHS Hairscience	+16 9.23%
12. Tsubaki	-7 8.72%
13. Mise En Scène	-6 8.21%
14. Head & Should	-4 7.69%
14. Pantene	-6 7.69%
14. Shiseido Professional	7.69%
17. Coco & Eve	7.18%
17. OUAI	7.18%
17. The Body Shop	-16 7.18%
17. Sunsilk	7.18%

35 to 44 (Millennials)

11. Mise En Scène	8.25%
11. Moist Diane	-6 8.25%
13. Coco & Eve, Pantene, Crabtree & Evelyn, Dove, Kiehl's, Schwarzkopf, PHS	7.22%
13. Hairscience	
20. Herbal Essences, John Frieda, Olaplex, Sunsilk	6.19%

45 to 54 (Gen X)

8. Johnson & Johnson, Kiehl's, PHS	8.7%
17. Bee Choo Origin, Dove, Daeng Gi Meo	
17. Ri, Head & Shoulders, Herbal Essences, Klorane, L'Oreal	6.52%
17. Professionnel, Lucido-L, Mucota, Tresemme, Tsubaki	

Comparison across generations

Top 10 factors to help beauty brands gain trust among them

18 to 24 (Gen Z)

1. Has positive reviews from customers	79.09%
2. Friends and family raved about it	70%
3. Recommended by experts	65.45%
4. Good ingredients list	54.55%
4. Carried by many physical stores	54.55%
6. Had won awards	53.64%
7. Carried by Sephora	52.73%
8. Aesthetically pleasing packaging	49.09%
9. Many local influencers raved about it	47.27%
10. Carried by Watsons	44.55%

25 to 34 (Zillennials)

1. Has positive reviews from customers	72.31%
2. Friends and family raved about it	67.69%
3. Recommended by experts	56.41%
4. Good ingredients list	55.9%
4. Had won awards	49.74%
6. Carried by Sephora	38.97%
7. Age of the brand	34.36%
8. Carried by many physical stores	33.33%
9. Aesthetically pleasing packaging	31.28%
10. Many local influencers raved about it	30.77%

35 to 44 (Millennials)

1. Has positive reviews from customers	73.2%
2. Friends and family raved about it	60.82%
3. Good ingredients list	52.58%
4. Recommended by experts	49.48%
5. Had won awards	48.45%
6. Age of the brand	35.05%
6. Carried by many physical stores	35.05%
6. Carried by Sephora	35.05%
9. Many local influencers raved about it	28.87%
10. Carried by Watsons	25.77%

45 to 54 (Gen X)

1. Has positive reviews from customers	56.52%
2. Had won awards	52.17%
3. Friends and family raved about it	43.48%
4. Good ingredients list	41.3%
4. Recommended by experts	41.3%
5. Had won awards	48.45%
6. Age of the brand	28.26%
7. Carried by many physical stores	26.09%
8. Carried by Sephora	23.91%
9. Carried by Guardian, Carried by Watsons, Carried by Unity	21.74%

Comparison across generations

How can we help you?

Has positive reviews from customers

Recommended by experts and Good ingredients list

Many local influencers raved about it

Had won awards

Friends and family raved about it

Real Readers Review article and E-Commerce reviews seeding

Expert Review article by Doctors

Influencers PR seeding and Influencers Marketing

Annual Beauty Awards Nomination for Products and Services

70% of our readers are frequently asked by friends and family for beauty recommendations

Real Readers Review

Seed E-Comm Reviews

Expert Review

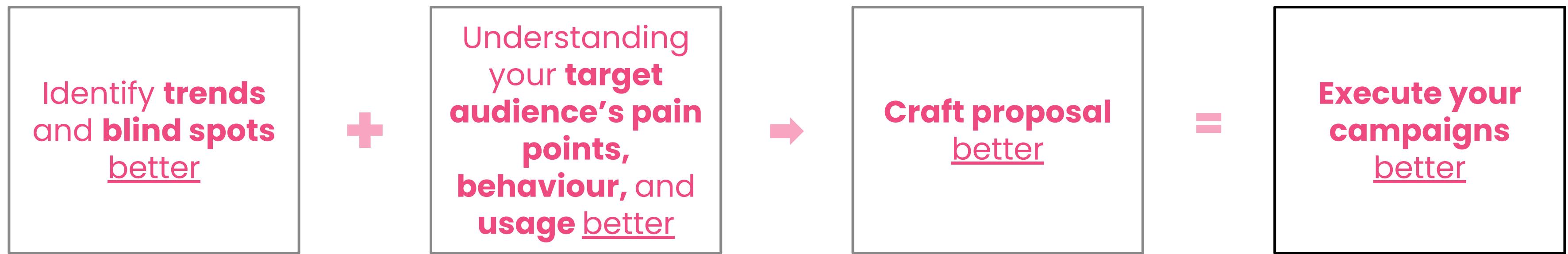
Influencers PR

Influencers Marketing

Beauty Products

Beauty Treatments

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END

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