



# **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**

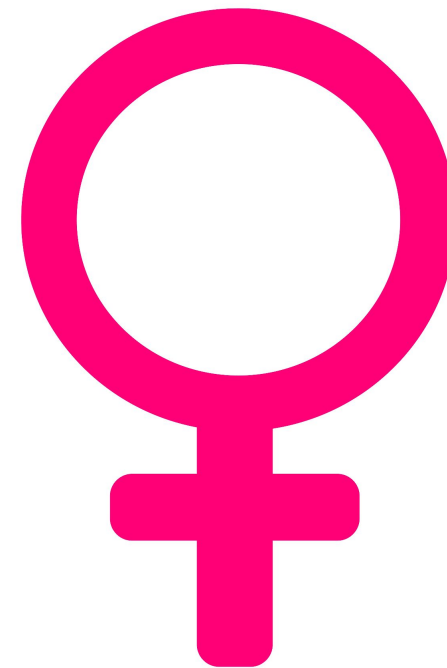




# About the report

385

Participants  
needed for  
significant  
data



462

Participants  
recruited,  
therefore report is  
statistically  
significant



A top-down view of various makeup items scattered on a solid pink background. In the top left is a white eyeshadow palette with multiple shades of brown and orange. Next to it is a small brush. To the right is a clear plastic package containing a pair of false eyelashes. Further right is an open round compact of bronzer. In the bottom left is another open round compact, this one containing blush. Below the eyeshadow palette is a tube of red lipstick with a gold band. At the bottom center is a small brush. To the right of the lipstick is a tube of concealer with a sponge applicator. In the bottom right corner is a small brush. The text "Insights across the generations" is centered in the middle of the image in a white serif font.

Insights across  
the generations



# Comparison across generations

## Skin types

18 to 24 (Gen Z)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)	
1. Combination-Oily	38.18%	1. Combination-Oily	40%	1. Combination-Oily	29.9%	1. Combination-Dry	30.43%
2. Combination-Sensitive	12.73%	2. Combination-Dry	18.97%	2. Combination-Dry	26.8%	2. Combination-Oily	26.09%
3. Normal	11.82%	3. Combination-Sensitive	14.36%	3. Combination-Sensitive	14.43%	3. Combination-Sensitive	21.74%
4. Combination-Dry	10%	4. Normal	7.69%	4. Sensitive-Dry	9.28%	4. Sensitive-Dry	6.52%
5. Sensitive-Dry	7.27%	5. Dry	4.62%	5. Normal	8.25%	5. Normal	4.35%
6. Oily	6.36%	5. Sensitive-Oily	4.62%	6. Sensitive-Oily	5.15%	6. Oily	4.35%
7. Sensitive-Oily	6.36%	5. Sensitive-Dry	4.62%	7. Dry	3.09%	7. Sensitive-Oily	4.35%
8. Don't know	4.55%	8. Don't know	3.08%	8. Oily	3.09%	8. Dry	2.17%
9. Dry	2.73%	9. Oily	2.05%				

# 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	+748.18%	1.	Hair loss	+346.67%	2.	Dark eye circles	+348.45%	2.	Hair loss	+652.17%
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	-341.82%	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	+545.65%
7.	Oily skin	+639.09%	7.	Thinning hair	+1133.33%	7.	Dehydrated skin	+639.18%	7.	Tummy too fat	-541.3%
8.	Frizzy hair	38.18%	8.	Overall body fat	+833.33%	8.	Visible pores	-338.14%	8.	Visible pores	41.3%
8.	Hair loss	38.18%	9.	Acne scars	32.82%	9.	Frizzy hair	+336.08%	9.	Wrinkles	41.3%
8.	Uneven skin tone	+1238.18%	10.	Eye bags	+1832.31%	10.	Pigmentation/dark spots	-432.99%	10.	Blackheads/whiteheads	+1439.13%
			10.	Oily scalp	32.31%	10.	Thigh and arms too fat	+632.99%	10.	Frizzy hair	+539.13%

# 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	+339.18%	4. Visible pores	41.3%
5. Oily skin	39.09%	5. Eye bags	+632.31%	5. Visible pores	-338.14%	4. Wrinkles	41.3%
6. Uneven skin tone	38.18%	6. Sensitive skin	31.79%	6. Pigmentation/dark spots	-332.99%	6. Blackheads/whiteheads	+639.13%
7. Acne scars	37.27%	7. Acne/pimple	30.77%	7. Eye bags	+831.96%	7. Dehydrated skin	34.78%
7. Sensitive skin	37.27%	8. Dehydrated skin	29.23%	8. Neck wrinkles	+526.8%	8. Saggy skin	+434.78%
9. Pigmentation/dark spots	33.65%	9. Pigmentation/dark spots	28.21%	9. Sensitive skin	-324.74%	9. Sensitive skin	34.78%
10. Rough skin texture	+330%	10. Uneven skin tone	-627.18%	10. Acne/pimple	+623.71%	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.	Eyeliners always smudge	+3 15.46%	2.	Eyeliners 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.	Eyeliners always smudge	-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 falsie	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)			25 to 34 (Zillennials)			35 to 44 (Millennials)			45 to 54 (Gen X)		
1.	Tummy fat	40%	1.	Tummy too fat	40%	1.	Tummy too fat	48.45%	1.	Tummy too fat	41.3%
2.	Yellow teeth	31.82%	2.	Overall body fat	33.33%	2.	Thigh and arms too fat	+3 32.99%	2.	Yellow teeth	30.43%
3.	Want sharper jawline	+4 29.09%	3.	Yellow teeth	27.18%	3.	Yellow teeth	26.8%	3.	Cellulite	26.09%
3.	Dark armpit	29.09%	4.	Thigh and arms too fat	25.13%	4.	Overall body fat	25.77%	3.	Neck lines	+4 26.09%
5.	Cellulite	+7 27.27%	5.	Cellulite	24.62%	5.	Cellulite	24.74%	5.	Overall body fat	23.91%
5.	Thigh and arms too fat	27.27%	5.	Dark armpit	24.62%	6.	Muffin top/love handles	+3 23.71%	6.	Spider veins	+13 21.74%
7.	Overall body fat	-3 25.45%	7.	Stretch marks	22.05%	7.	Neck lines	19.59%	6.	Weak nails	21.74%
8.	Stretch marks	24.55%	8.	Thigh too fat	+3 18.97%	8.	Thigh too fat	+3 18.56%	8.	Dark armpit	19.57%
9.	Small breasts	+3 22.73%	8.	Weak nails	+10 18.97%	9.	Arms too fat	+3 17.53%	8.	Loose skin	+3 19.57%
10.	Pigmentation on body	19.09%	10.	Muffin top/love handles	17.95%	9.	Sagging breast	+13 17.53%	8.	Sagging breast	+7 19.57%
						9.	Teeth not straight	+3 17.53%	10.	Hair too straight	12.73%
						9.	Weak nails	+5 17.53%			

# 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%

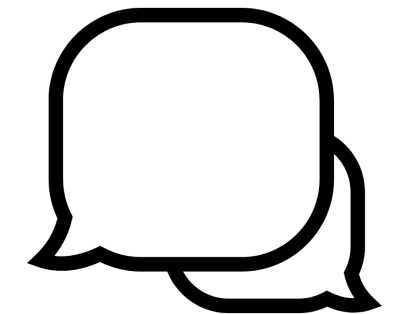


# Comparison across generations

How can we help you?



Google



**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](#)



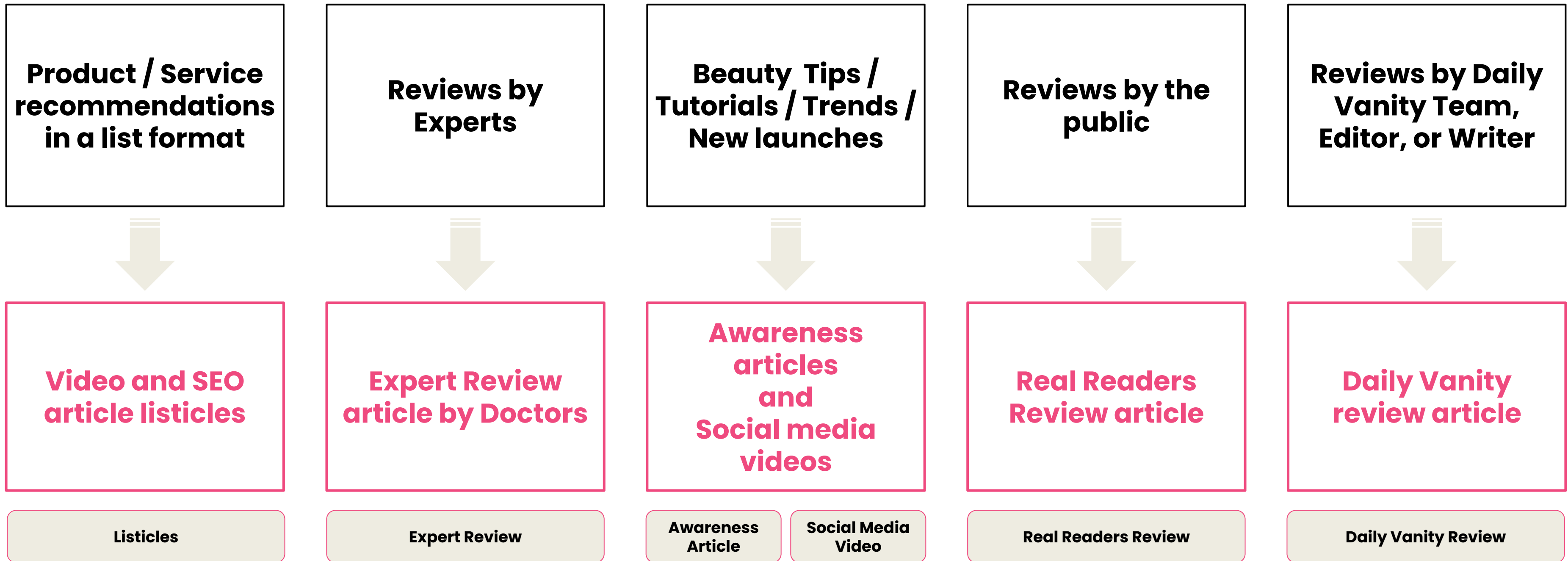
# Comparison across generations

## 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)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)	
1. Daily Vanity	69.09%	1. Daily Vanity	70.26%	1. Daily Vanity	69.07%	1. Daily Vanity	65.22%
2. Beauty Insider	52.76%	2. Beauty Insider	44.62%	2. Her World	43.3%	2. Beauty Insider	41.3%
3. Vogue	37.27%	3. The Smart Local	30.77%	3. Beauty Insider	34.02%	2. Her World	41.3%
4. The Smart Local	35.45%	4. Her World	28.72%	4. Women’s Weekly	32.99%	4. Women’s Weekly	32.61%
5. Harper’s Bazaar	30.91%	5. Vogue	26.67%	5. The Smart Local	20.62%	5. Beauty Undercover	23.91%
6. Vanity Suite	30.91%	6. Women’s Weekly	25.13%	6. Nuyou	18.56%	5. Harper’s Bazaar	23.91%
7. Elle	30%	7. Harper’s Bazaar	23.08%	7. Harper’s Bazaar	16.49%	5. Try and Review	23.91%
8. Girl Style	28.18%	8. Vanity Suite	19.49%	7. Try and Review	16.49%	8. CNA Luxury	21.74%
9. Zula	26.36%	9. Try and Review	18.97%	9. Vogue	15.46%	9. Female	17.39%
10. Her World	23.64%	10. Beauty Undercover	18.46%	10. Female	13.4%	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)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)			
1.	Previous product didn't work	65.45%	1.	Previous product didn't work	56.92%	1.	Previous product didn't work	47.83%	
2.	Previous product made skin worse	35.45%	2.	Previous product made skin worse	33.33%	2.	Friends or family raving about it	36.08%	
3.	Friends or family raving about it	35.45%	2.	Samples experience seems good	33.33%	2.	Samples experience seems good	36.08%	
4.	Many local influencers raving about it	30.91%	4.	Friends or family raving about it	31.28%	4.	Got it as a gift, used it and loved it	32.99%	
5.	Got it as a gift, used it and loved it	30%	5.	Got it as a gift, used it and loved it	30.26%	5.	Attracted by discounts	28.87%	
6.	Attracted by discounts	28.18%	6.	Attracted by discounts	29.23%	6.	Previous product made skin worse	23.71%	
7.	Many int'l influencers raving about it	22.73%	7.	Many local influencers raving about it	18.46%	7.	Many local influencers raving about it	20.62%	
8.	Samples experience seems good	20%	8.	Many int'l influencers raving about it	17.44%	8.	Many int'l influencers raving about it	14.43%	
9.	Attracted by the packaging	11.82%	9.	Attracted by the packaging	13.33%	9.	Attracted by the packaging	12.37%	
10.	Ingredients in it seems interesting	10%	10.	Ingredients in it seem interesting	10.77%	9.	Ingredients in it seem interesting	12.37%	
							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)	
1. Research a bit more and end up buying	67.19%	1. Research a bit more and end up buying	70.83%	1. Research a bit more and end up buying	61.73%	1. Research a bit more and end up buying	47.62%
2. Research a bit more but did not buy	26.56%	2. Research a bit more but did not buy	23.96%	2. Research a bit more but did not buy	23.53%	2. Research a bit more but did not buy	28.57%
3. Don't really care	6.25%	3. Don't really care	3.13%	3. Buy with little/no research	8.82%	3. Don't really care	19.05%
		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)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)					
1.	Clara Li	11.82%	1.	Mong Chin	11.79%	1.	Mong Chin	8.25%	1.	Naomi Neo	8.7%
2.	Daniel Chan	10%	2.	Naomi Neo	3.59%	2.	Yina Goh	5.15%	2.	Mong Chin	4.35%
3.	Mong Chin	7.27%	3.	Anda Chaudhry	3.08%	3.	Naomi Neo	4.12%	2.	Yina Goh	4.35%
4.	Naomi Neo	4.55%	3.	Khaw Xin Lin	3.08%	3.	Wendy Cheng	4.12%	2.	Wendy Cheng	4.35%
4.	Vivien Toh	4.55%	3.	Yina Goh	3.08%	5.	Agnes Low	3.09%	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)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)	
1. Wendy Cheng	4.55%	1. Wendy Cheng	4.62%	1. Wendy Cheng	9.28%	1. Anda Chaudhry	4.35%
1. Naomi Neo	4.55%	2. Naomi Neo	4.1%	2. Ang Qiu Ting	4.12%	1. Aylna Neo	4.35%
3. Ang Qiu Ting	2.73%	3. Ang Qiu Ting	3.08%	2. Mong Chin	4.12%	3. Debbie Soon	2.17%
4. Debbie Soon	1.82%	4. Mong Chin	2.56%	3. Alyna Neo	3.09%	3. Melissa C. Koh	2.17%
4. Anda Chaudhry	1.82%	5. Anda Chaudhry	1.54%	4. Melissa C. Koh	2.06%	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)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)	
1. Liquid concealer	69.86%	1. Liquid foundation	52.21%	1. Liquid foundation	55.77%	1. Liquid foundation	62.5%
2. Powder blush	56.16%	2. Powder blush	49.56%	2. Face primer	55.77%	2. BB cream	54.17%
3. Liquid foundation	52.05%	3. Liquid concealer	46.9%	3. Powder blush	55.77%	2. Face primer	54.17%
4. Cushion foundation	41.1%	4. Face primer	42.48%	4. BB cream	40.38%	4. Liquid concealer	41.67%
5. Bronzing or contouring powder	39.73%	5. Cushion foundation	39.82%	5. Powder foundation	38.46%	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)	
1. Lip balm	74.23%	1. Lip balm	72.57%	1. Lip balm	63.41%	1. Lip balm	64.86%
2. Lipstick	73.2%	2. Lipstick	71.43%	2. Lipstick	62.2%	2. Lipstick	62.16%
3. Lip gloss	70.1%	3. Lip tint	49.14%	3. Lip gloss	50%	3. Lip gloss	59.46%
4. Lip tint	64.95%	4. Lip gloss	45.71%	4. Lip tint	36.59%	4. Lip liner	21.62%
5. Liquid lipstick	42.27%	5. Liquid lipstick	31.43%	5. Liquid lipstick	24.39%	5. Liquid lipstick, Lip tint	16.22%

# 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%  
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%  
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)			25 to 34 (Zillennials)			35 to 44 (Millennials)			45 to 54 (Gen X)		
1.	Apply-on sunscreen	74.55%	1.	Apply-on sunscreen	71.28%	1.	Apply-on sunscreen	77.32%	1.	Apply-on sunscreen	67.39%
2.	Toner	60%	2.	Toner	64.1%	2.	Toner	70.1%	2.	Serum	63.04%
2.	Serum	60%	2.	Foam cleanser	59.49%	3.	Serum	57.73%	3.	Toner	58.7%
4.	Foam cleanser	54.55%	4.	Serum	48.21%	4.	Foam cleanser	50.52%	4.	Foam cleanser	56.52%
5.	Cream moisturiser	33.64%	5.	Cream moisturiser	37.95%	5.	Essence	49.48%	5.	Eye cream	41.3%
5.	Lotion	+10 33.64%	5.	Eye cream	34.36%	7.	Sheet mask	+7 38.14%	6.	Gel cleanser	+8 34.78%
7.	Essence	30.91%	7.	Gel moisturiser	+3 32.31%	8.	Cream moisturiser	37.11%	6.	Sheet mask	+15 34.78%
8.	Sheet mask	+6 27.27%	8.	Sheet mask	+5 30.77%	9.	Facial scrub	32.99%	8.	Essence	32.61%
9.	Micellar water	+6 26.36%	9.	Lotion	28.21%	10.	Face mist, Facial cleansing device, Gel cleanser, and Gel moisturiser	30.93%	8.	Lotion	+6 32.61%
10.	Gel moisturiser	25.45%	10.	Essence	27.69%				10.	Facial cleansing device	30.43%

# Comparison across generations

## Top 10 skincare products used in the night

18 to 24 (Gen Z)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)	
1. Toner	62.73%	1. Toner	59.49%	1. Toner	67.01%	1. Serum	58.7%
2. Serum	59.09%	2. Serum	50.77%	2. Serum	59.79%	2. Toner	47.83%
3. Foam cleanser	45.45%	3. Foam cleanser	48.21%	3. Foam cleanser	53.61%	3. Oil makeup remover	43.48%
4. Sheet mask	44.55%	4. Sheet mask	40%	4. Sheet mask	46.39%	4. Cream moisturiser	41.3%
5. Cream moisturiser	43.64%	5. Cream moisturiser	37.95%	5. Eye cream	44.33%	4. Foam cleanser	41.3%
6. Micellar water	40%	6. Eye cream	37.95%	6. Essence	41.24%	6. Eye cream	39.13%
7. Lotion	+14 31.82%	7. Micellar water	31.79%	7. Cream moisturiser	39.18%	7. Sheet mask	36.96%
8. Oil makeup remov	+3 30.91%	8. Essence	27.18%	8. Micellar water	34.02%	8. Facial scrub	+3 32.61%
9. Gel moisturiser	+4 28.18%	9. Gel moisturiser	+3 26.15%	9. Facial scrub	32.99%	9. Essence	30.43%
9. Eye cream	28.18%	9. Gel cleanser	24.62%	10. Gel cleanser	+3 31.96%	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)**

**25 to 34  
(Zillennials)**

**35 to 44  
(Millennials)**

**45 to 54  
(Gen X)**

**Of the 60.91% who  
does facial**

**Of the 77.44% who  
does facial**

**Of the 84.54% who  
does facial**

**Of the 76.09% who  
does facial**

**31.34%**

**have a package**

**49.67%**

**have a package**

**42.37%**

**have a package**

**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)		25 to 34 (Zillennials)		35 to 44 (Millennials)		45 to 54 (Gen X)	
1. Innisfree	40%	1. Laneige	36.41%	1. Laneige	30.93%	1. Kiehl's	36.96%
2. Beauty of Joseon	+6 36.36%	2. Innisfree	30.26%	2. Aesop	29.9%	2. Bioderma	28.26%
3. Kiehl's	35.45%	3. Kiehl's	28.72%	2. Estée Lauder	29.9%	2. Biore	28.26%
4. Laneige	34.55%	4. Cetaphil	26.67%	2. L'Occitane	29.9%	2. Cetaphil	28.26%
5. La Roche-Posay	31.82%	5. Biore	25.64%	2. SK-II	29.9%	2. L'Occitane	28.26%
6. Clinique	+8 30.91%	5. Clinique	25.64%	6. Kiehl's	28.87%	6. Clarins	26.09%
7. CeraVe	30%	7. Aesop	25.13%	7. Clarins	27.84%	6. Clinique	26.09%
7. Cetaphil	-5 30%	8. Cosrx	24.62%	7. Lancôme	27.84%	6. Innisfree	26.09%
7. Cosrx	30%	8. Dr. Jart+	24.62%	7. Shiseido	26.8%	9. Estée Lauder	21.74%
10. Estee Lauder	27.27%	10. La Roche-Posay	23.59%	10. Cetaphil	-8 23.71%	10. Aesop	19.57%

# Comparison across generations

## Top 20 Trusted Skincare Brands (11 to 20)

18 to 24 (Gen Z)			25 to 34 (Zillennials)			35 to 44 (Millennials)			45 to 54 (Gen X)		
11.	Banila Co	+9	26.36%	11.	Estee Lauder	-3	22.56%	10.	Innisfree	23.71%	
11.	Dr. Jart+		26.36%	11.	Hada Labo	-4	22.56%	12.	Sulwhasoo	22.68%	
11.	YSL		26.36%	11.	Sulwhasoo	-4	22.56%	13.	Cosrx	+47	20.62%
14.	3CE		25.45%	14.	ETUDE	-10	22.05%	14.	Bio-Essence	19.59%	
14.	Bioderma	+15	25.45%	14.	Lancôme		22.05%	14.	Clinique	19.59%	
16.	Biore	-6	24.55%	16.	Clarins		21.54%	16.	Bioderma	18.56%	
16.	Dior Beauty	+11	24.55%	16.	Medicube	+18	21.54%	16.	Biore	-9	18.56%
18.	ETUDE	-13	22.73%	18.	SK-II		21.03%	16.	Kose	18.56%	
18.	Hada Labo		22.73%	19.	CeraVe	+37	19.49%	16.	The Body Shop	18.56%	
18.	SK-II		22.73%	19.	Mediheal	+47	19.49%	20.	Burt's Bees, ETUDE	17.53%	
									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, FancI, 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)				25 to 34 (Zillennials)				35 to 44 (Millennials)				45 to 54 (Gen X)			
1.	Dior Beauty	+7	24.55%	1.	3CE	+9	18.97%	1.	Bobbi Brown		16.49%	1.	Estée Lauder		32.61%
2.	3CE		21.82%	2.	Bobbi Brown	+5	18.46%	1.	Chanel		16.49%	2.	Lancôme		21.74%
2.	Benefit Cosmetics	+11	21.82%	2.	ETUDE		18.46%	1.	Estée Lauder		16.49%	2.	MAC		21.74%
2.	Fenty Beauty		21.82%	4.	Dior Beauty		17.95%	4.	Dior Beauty		14.43%	4.	Bobbi Brown		19.57%
2.	Innisfree		21.82%	5.	Laneige		17.44%	4.	MAC		14.43%	5.	Clarins		17.39%
2.	Rare Beauty	+7	21.82%	6.	Benefit Cosmetics		16.92%	4.	Maybelline		14.43%	5.	Clinique		17.39%
7.	Bobbi Brown		20.91%	7.	Maybelline	-3	16.41%	7.	Canmake		13.4%	7.	Chanel		15.22%
7.	Clinique	+10	20.91%	8.	Innisfree	-6	15.9%	8.	ETUDE		11.34%	7.	Laneige		15.22%
7.	ETUDE	-4	20.91%	8.	Shu Uemura		15.9%	8.	Lancôme		11.34%	7.	Dior Beauty		15.22%
7.	Maybelline		20.91%	10.	Charlotte Tilbury	+18	15.38%	8.	Make Up For Ever		11.34%	10.	ETUDE		13.04%

## Comparison across generations

## Top 20 Trusted Makeup Brands (11 to 20)

18 to 24 (Gen Z)				25 to 34 (Zillennials)				35 to 44 (Millennials)				45 to 54 (Gen X)			
11.	Canmake	+12	20%	11.	Estee Lauder		14.87%	8.	Shiseido		11.34%	10.	Innisfree, Shu Uemura, Maybelline		13.04%
11.	YSL		20%	11.	MAC	-10	14.87%	12.	3CE		10.31%				
13.	MAC	-6	19.09%	11.	YSL		14.87%	12.	Clarins		10.31%	14.	Benefit Cosmetics, Guerlain, L'Occitane		10.87%
14.	Estee Lauder		18.18%	14.	Fenty Beauty	-6	14.36%	12.	Innisfree		10.31%				
14.	Laneige		18.18%	15.	Chanel	-3	13.85%	15.	Shu Uemura	-8	9.28%	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%
14.	NARS		18.18%	15.	Make Up For Ever		13.85%	15.	YSL		9.28%				
14.	Peripera		18.18%	17.	Canmake	-4	13.33%	17.	Benefit Cosmetics	-10	8.25%				
18.	Charlotte Tilbury	-7	17.27%	17.	Laura Mercier		13.33%	17.	Clinique	-10	8.25%				
18.	ColourPop	-13	17.27%	19.	Lancôme		12.82%	17.	Guerlain		8.25%				
18.	Heroine Make		17.27%	20.	Urban Decay		12.31%	17.	Laneige	-11	8.25%				



# Comparison across generations

## Top 20 Trusted Haircare Brands (1 to 10)

18 to 24 (Gen Z)			25 to 34 (Zillennials)			35 to 44 (Millennials)			45 to 54 (Gen X)		
1.	L'Oreal Paris	18.18%	1.	Kerastase	20%	1.	Kerastase	21.65%	1.	Aveda	19.57%
2.	Kerastase	15.45%	2.	L'Oreal Paris	14.36%	2.	L'Oreal Paris	16.49%	1.	Kerastase	19.57%
3.	Olaplex	13.64%	3.	Innisfree	13.85%	3.	L'Occitane	14.43%	3.	L'Occitane	15.22%
4.	Dove	11.82%	4.	Moist Diane	12.82%	3.	Shiseido Professional	14.43%	3.	The Body Shop	15.22%
4.	Ouai	+1011.82%	5.	Dove	-412.31%	5.	L'Oreal Professionnel	13.4%	5.	L'Oreal Paris	13.04%
6.	Head & Shoulders	-310%	5.	L'Occitane	12.31%	6.	Aesop	12.37%	6.	Himalaya Herbals	10.87%
6.	Mise En Scène	+410%	7.	Olaplex	11.28%	7.	Goldwell	+2711.34%	6.	Pantene	10.87%
6.	Watsons	+1510%	8.	Aesop	10.26%	8.	Lucido-L	10.31%	8.	Aesop	8.7%
9.	Aesop	+89.09%	9.	Aveda	9.74%	9.	Aveda	9.28%	8.	Innisfree	8.7%
9.	L'Occitane	9.09%	10.	L'Oreal Professionnel	9.23%	9.	Tsubaki	-59.28%	8.	John Frieda	8.7%

# Comparison across generations

## Top 20 Trusted Haircare Brands (11 to 20)

18 to 24 (Gen Z)			25 to 34 (Zillennials)			35 to 44 (Millennials)			45 to 54 (Gen X)				
9.	Moist Diane	9.09%	10.	PHS Hairscience	+16	9.23%	11.	Mise En Scène	8.25%	8.	Johnson & Johnson, Kiehl's, PHS Hairscience, Ryo, Yves Rocher, Shiseido Professional	8.7%	
9.	Tsubaki	9.09%	12.	Tsubaki	-7	8.72%	11.	Moist Diane	-6	8.25%	17.	Bee Choo Origin, Dove, Daeng Gi Meo Ri, Head & Shoulders, Herbal Essences, Klorane, L'Oreal Professionnel, Lucido-L, Mucota, Tresemme, Tsubaki	6.52%
13.	Innisfree	-7	7.27%	13.	Mise En Scène	-6	8.21%	13.	Coco & Eve, Pantene, Crabtree & Evelyn, Dove, Kiehl's, Schwarzkopf, PHS Hairscience	7.22%			
13.	Pantene	-8	7.27%	14.	Head & Shoulders	-4	7.69%	20.	Herbal Essences, John Frieda, Olaplex, Sunsilk	6.19%			
15.	Kiehl's		6.36%	14.	Pantene	-6	7.69%						
16.	Johnson & Johnson	-4	5.45%	14.	Shiseido Professional		7.69%						
16.	L'Oreal Professionnel		5.45%	17.	Coco & Eve		7.18%						
16.	Lucido-L		5.45%	17.	Ouai		7.18%						
16.	OGX Organix		5.45%	17.	The Body Shop	-16	7.18%						
16.	Shiseido Professional		5.45%	17.	Sunsilk		7.18%						

## 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%
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**

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Review**

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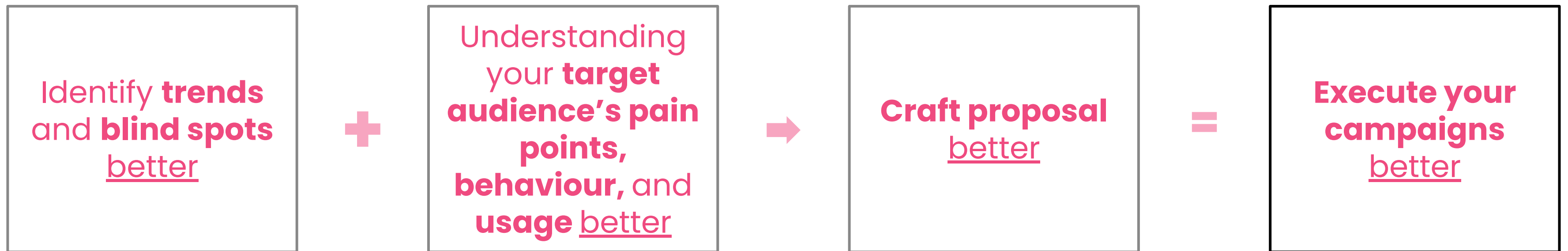
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## Why work with Daily Vanity?





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