HAIR CARE
INDUSTRY REPORT

INDARU

Independent Media & Data Advisors

Who are we

INDARU is an independent consulting firm specialized in media and data analysis

Our mission

We exist to help brands extract all the value from their media investments

We provide services around media consulting, media audits and data & analytics with the final goal of optimizing advertisers ROI

MARKETING MIX MODELING

Measure and find the most efficient media mix

CONSULTANCY

Marketing technology selection and data strategy

MEDIA AUDITS

Evaluate your media performance

DASHBOARDING

Track media buying results in real-time

INDARU

Indaru brings unfettered and fast advice from years of experience in data analytics and media

Independent Advice

Not tied to any media agency, technology vendors or advertisers

Owner-Operated

No red-tape of a corporate firm, enabling us to be agile and responsive

Data & Media Experts

Experts in data analytics make-up half the team while the other half are experts in media

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Executive Summary

Global hair care market will reach **USD 103b by 2027 with a 5-yr CAGR of 3.6%**. The first growth driver is average **global revenue per capita is increasing from 11.3 to 12.9 in USD**. The second driver is a strong expansion of **APAC and ME&A which will now combine for 50%** of world markets by 2027. (Slide 14, 16, 19)

Despite push to grow the conditioner (25%) v.s. the shampoo (38%) category, **no major shifts in category splits on the global level. Europe and US are seeing more success in growing conditioners**. US' fastest growing category is professional care.(Slide 15, 26, 33)

By 2025, **1 out of 3 purchases of hair care products will be online with a preference towards mobile devices.** Europe will be more advanced with at least 40% of purchases made will be online. In North America, 50% will be online while in UK, 55% will be online.(Slide 17, 18, 29, 30, 36, 37)

Annual advertising expenses vary widely from 0.1b to 8b USD or 2% to 31% as a percent of revenue. **However, data shows that a high spending does not guarantee better results.**(Slide 43, 44, 46, 47, 50, 51)

Executive Summary

Most advertising budget is already in non-traditional media (62%) and will continue to shift more towards digital media. Majority of marketers will continue to experiment with this medium, adding more competitiveness and complexity in the advertising landscape.(Slide 53-60)

The distribution of the age of hair care users follow the age distribution of the population for each of the country. Globally, **majority of hair care consumers are Millennials ('80-'94) and Gen X ('65-'79)**. However, hair care consumers lean towards Gen X in ageing populations such as Spain and Italy.(Slide 66-67)

The **top criteria** for hair care products in US and top countries in Europe is **product quality**. However, there are **subtle differences in the other important criteria** for each of the countries **such as scent, low price, brand, and ingredients**. Adjusting for these differences can impact the effectiveness of a campaign.(Slide 70-73)

Majority of regular hair care users are women even if men's hair needs a similar regular hair care routine. **Influencing men to use hair care products more regularly is a clear opportunity**. Luckily, women can serve as a key influencer as they are also the decision-makers when purchasing consumer goods.(Slide 68-69)

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Executive Summary

Hair care users are also very interested in fashion from clothes to accessories and shoes. **Targeting these consumers while they are shopping or researching for fashion items is an opportunity.** However, testing the right media and asset will be critical close the sale or at least improve brand awareness.
(Slide 74-75)

Offline hair care consumers prefer to purchase from supermarkets. **Partnering with supermarket retailers in their advertising or even retargeting their shoppers can be an opportunity as well.**
(Slide 76)

Recommendations

R1: **Rebalance marketing mix :** With online contributing to more hair care purchases, internet advertising will become even more important in your advertising portfolio. Find the most efficient media mix to be able to reach your consumers more effectively.

R2: With the slowdown of core markets such as Europe and US, **enable faster repeated iterations for test and learns so your brand can adapt quicker.** Know what else works to help recharge growth or even beat the market.

R3: Markets will be volatile in the next 5 years especially in Europe. Brands need to get the most out of their budget and better understand the returns of each investment. **Start evaluating your media performance and know how each medium contributes to your sales.**

Recommendations

R4: With developed markets having more than 40% of purchases happening online, analyzing data and decision-making need to **keep up with the faster-paced transactions. Upgrade data-tracking with dashboards that can track results in real-time.**

R5: Leverage your 1st-party data and establish a 1st-party data strategy. Solve how to grow conditioners, convince men for more regular hair care routines, or even account for country differences in terms of prices (premium-products in Germany vs value-products in Italy) and criteria (ie. scent, low price, brand, and ingredients.

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MARKET OVERVIEW

Market overview highlights

Global hair care market will reach **USD 103b by 2027 with a 5-yr CAGR of 3.6%** due to consumers spending more, the growth of APAC and Middle East & Africa, and stable growth from North America.

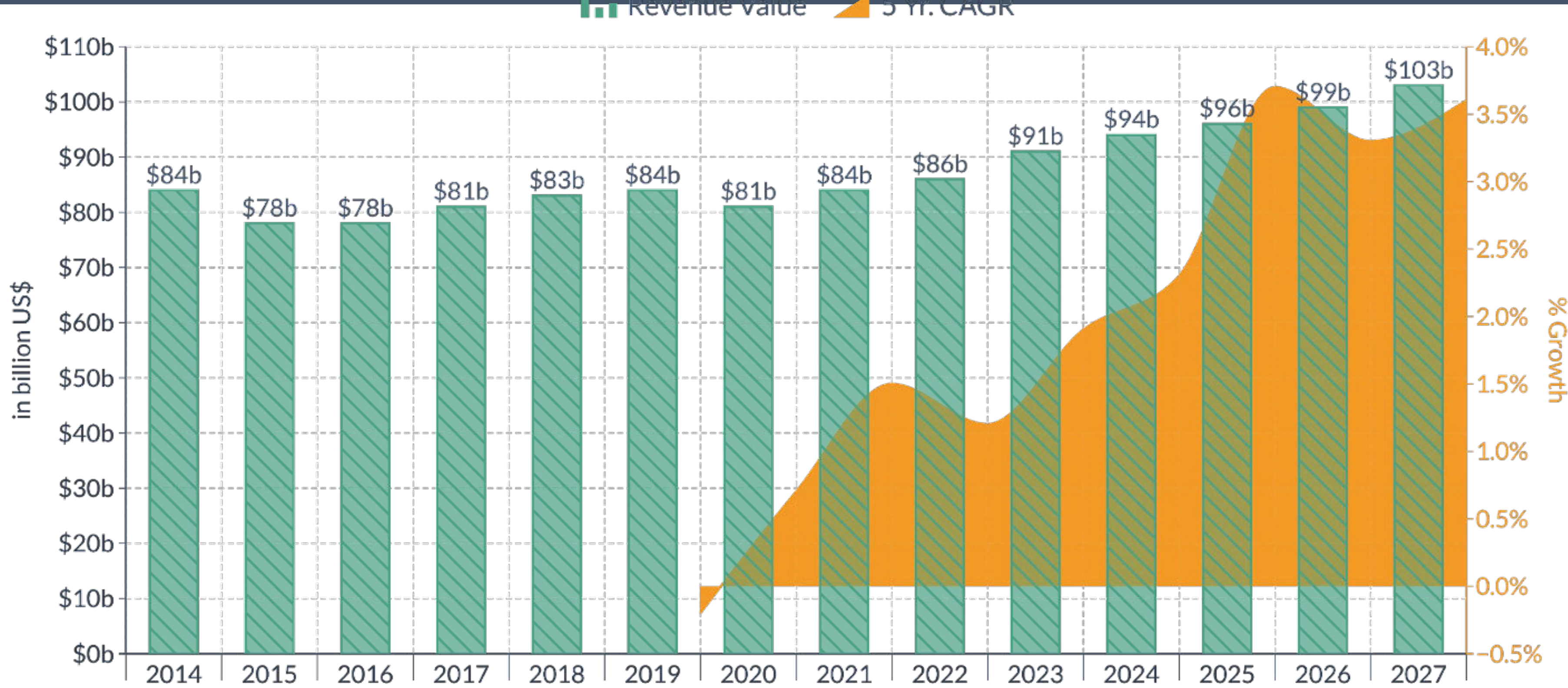
Consumers spending more on hair care products is reflected in the growth of average **revenue per capita at a 5-yr CAGR of 2.7% worldwide**. This trend will also happen in Europe with **Germany leading the way at USD 41** ave. revenue per capita v.s. **world average of USD 13** and **Europe average of USD 25**. The **US is similar to Germany at USD 41**.

In terms of growth, **Europe will have a very volatile next 5 years** with a mix of contraction and recovery. Because of this, **APAC & ME&A will now control 50%** of world value with the latter overtaking Western Europe and North America as the #2 region.

In terms of **category splits, no major shifts are expected especially with shampoo (38%) & conditioners (25%)** despite of the ongoing efforts to grow the conditioner category. **However, conditioners did expand share in Europe (+1 at 20%)**. In the **US**, fastest expansion is in "others" (+2 at 26%) mostly lead by **professional care** while both **shampoo (+1 at 21%) and conditioner (+1 at 22%) expand as well.**

By 2025, **1 out of 3 purchases of hair care products will done online with a preference towards mobile devices.** This will be more developed in **Europe where 40%** of purchases will be online but majority will still be done with a desktop. In **UK, 55% will be online and and 68% on mobile.** In **North America, 50%** of purchases will be online where in **US almost 60% are through mobile** but in Canada, less than 40% will be mobile.

Global hair care market value forecasted to grow at 3.6% CAGR for the next 5 years and reach USD 103 billion by 2027



Source: Hair Care - Worldwide. (n.d.). Statista

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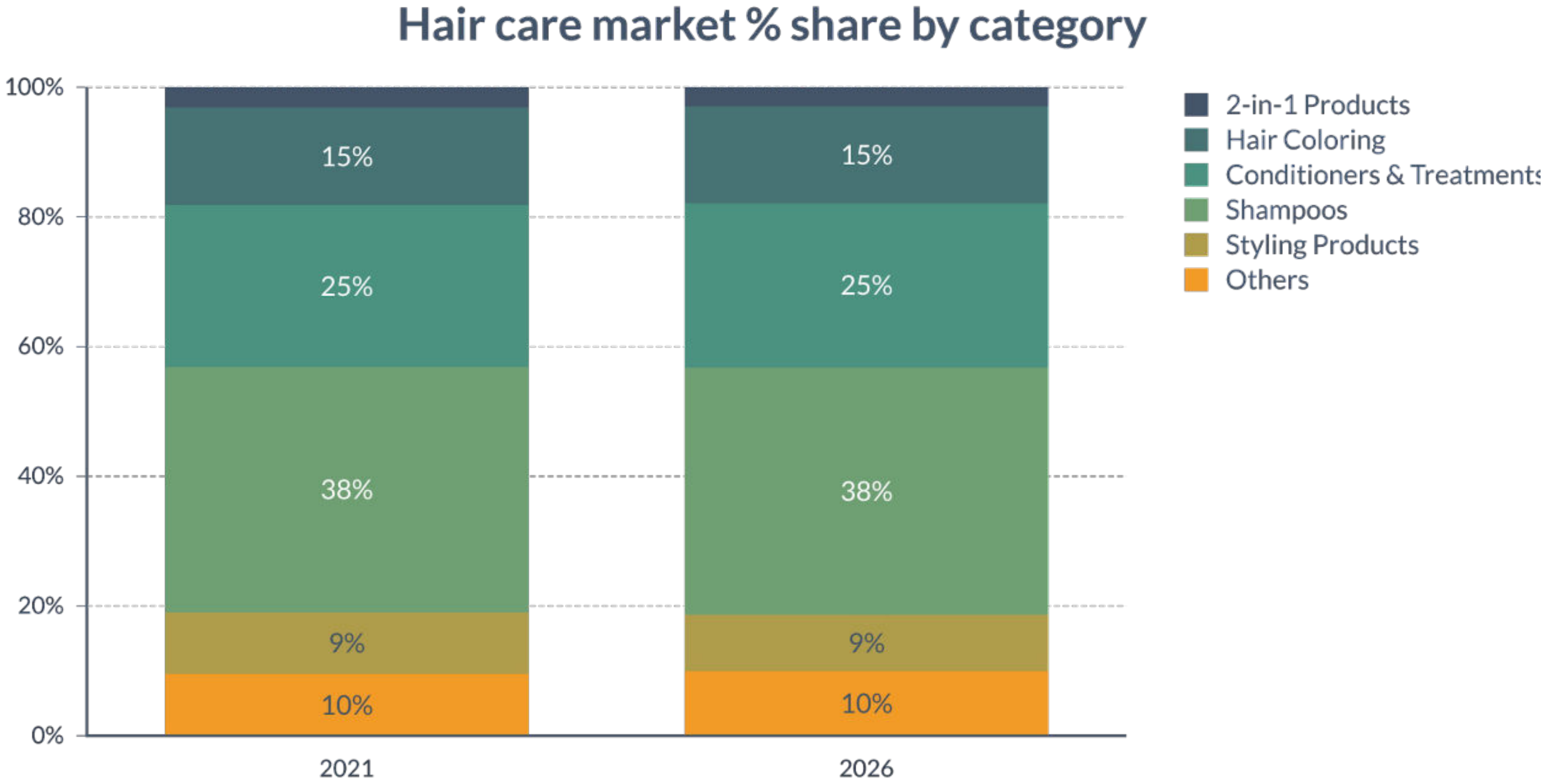
No expected changes in market shares among the different hair care categories especially between Shampoo & Conditioner



Sources: (1) Hair Care - Worldwide. (n.d.). Statista ; (2) MMR. (September 1, 2021). Market value of hair dye/color worldwide in 2020 and 2027 (in million U.S. dollars) [Graph]. In Statista. ; (3) GlobeNewswire. (August 11, 2020). Value forecast of the shampoo market worldwide in 2019 and 2027 (in billion U.S. dollars) [Graph]. In Statista.

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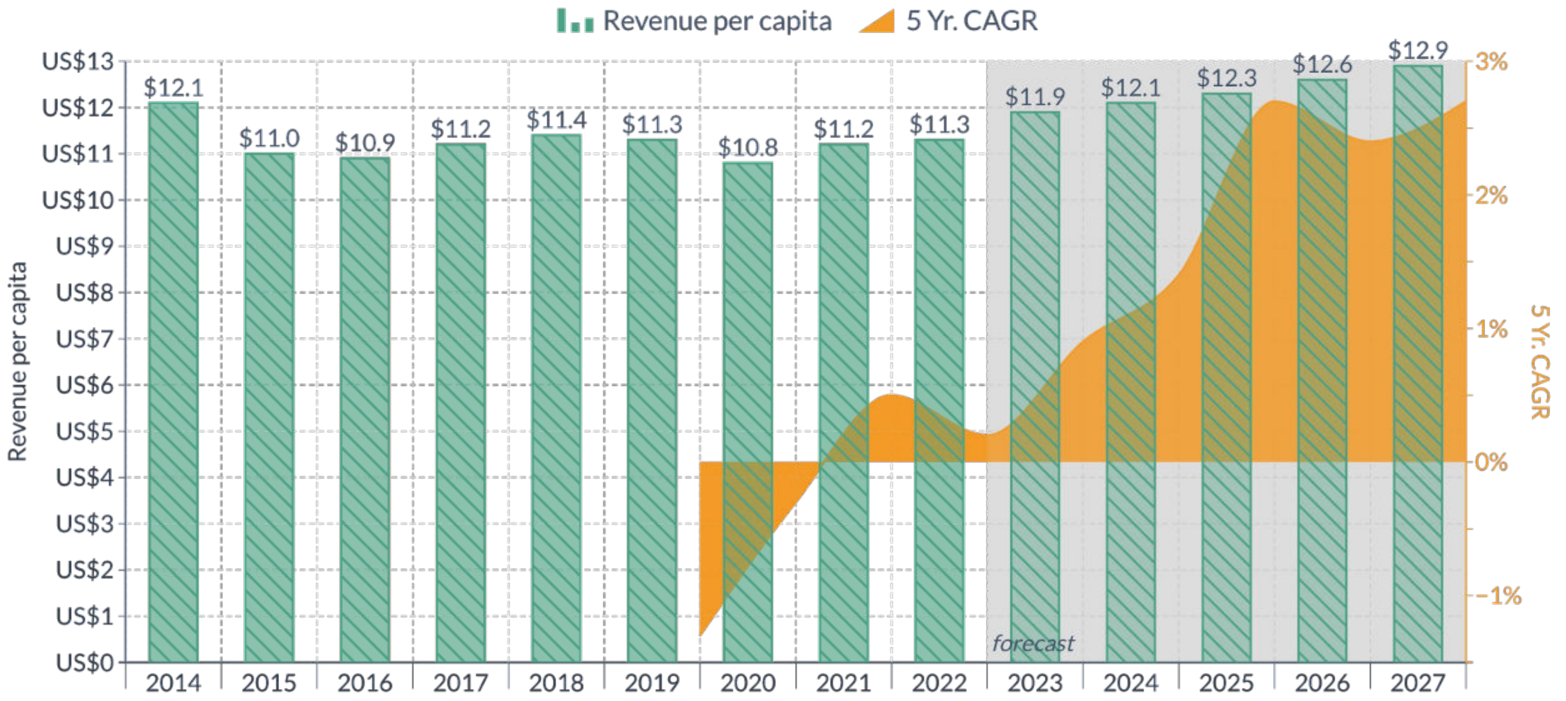
People are forecasted to spend more in hair care as average revenue per capita grows at a 2.7% CAGR for the next 5 years

Hair care global average revenue per capita



Source: Hair Care - Worldwide. (n.d.). Statista

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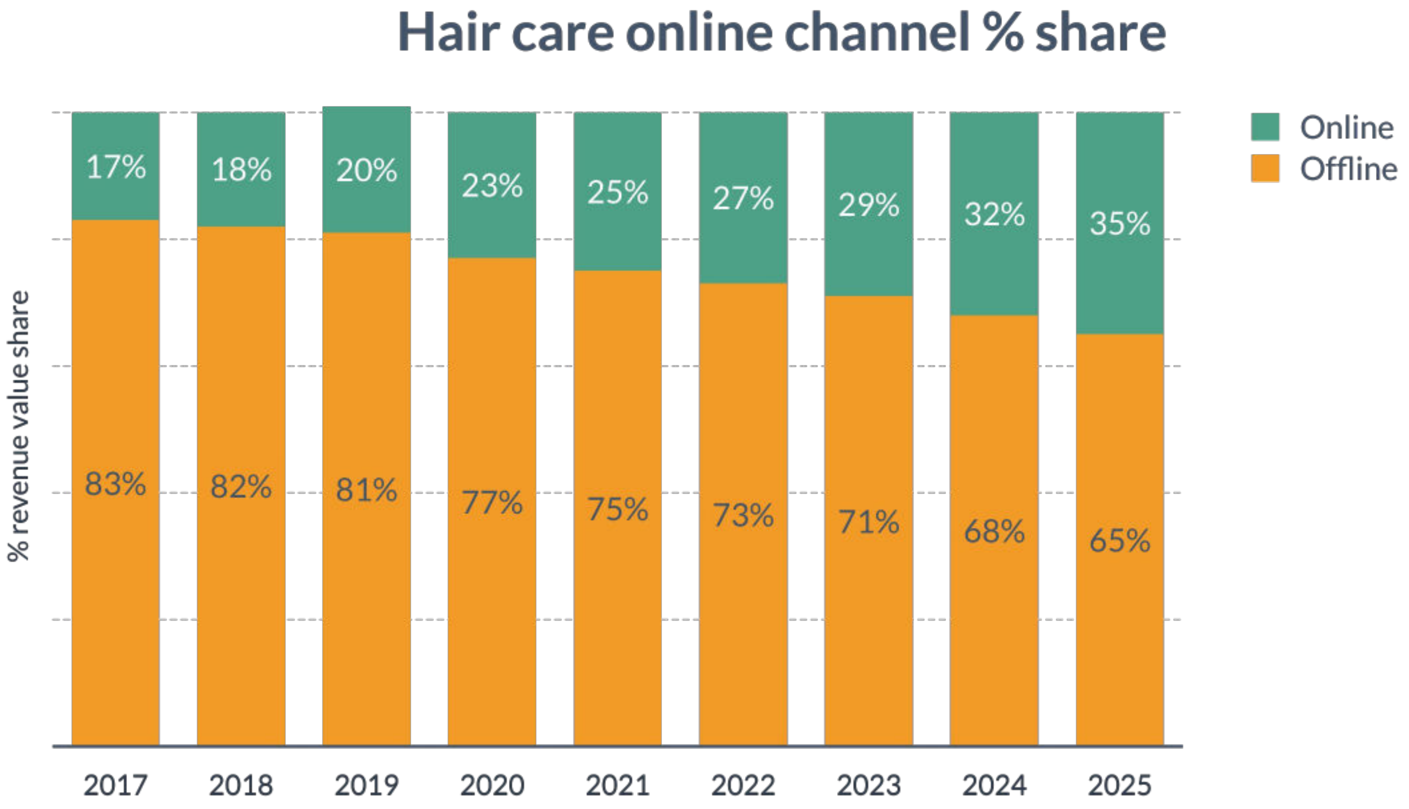
By 2025, ⅓ of the market will be bought online



Source: Hair Care - Worldwide. (n.d.). Statista

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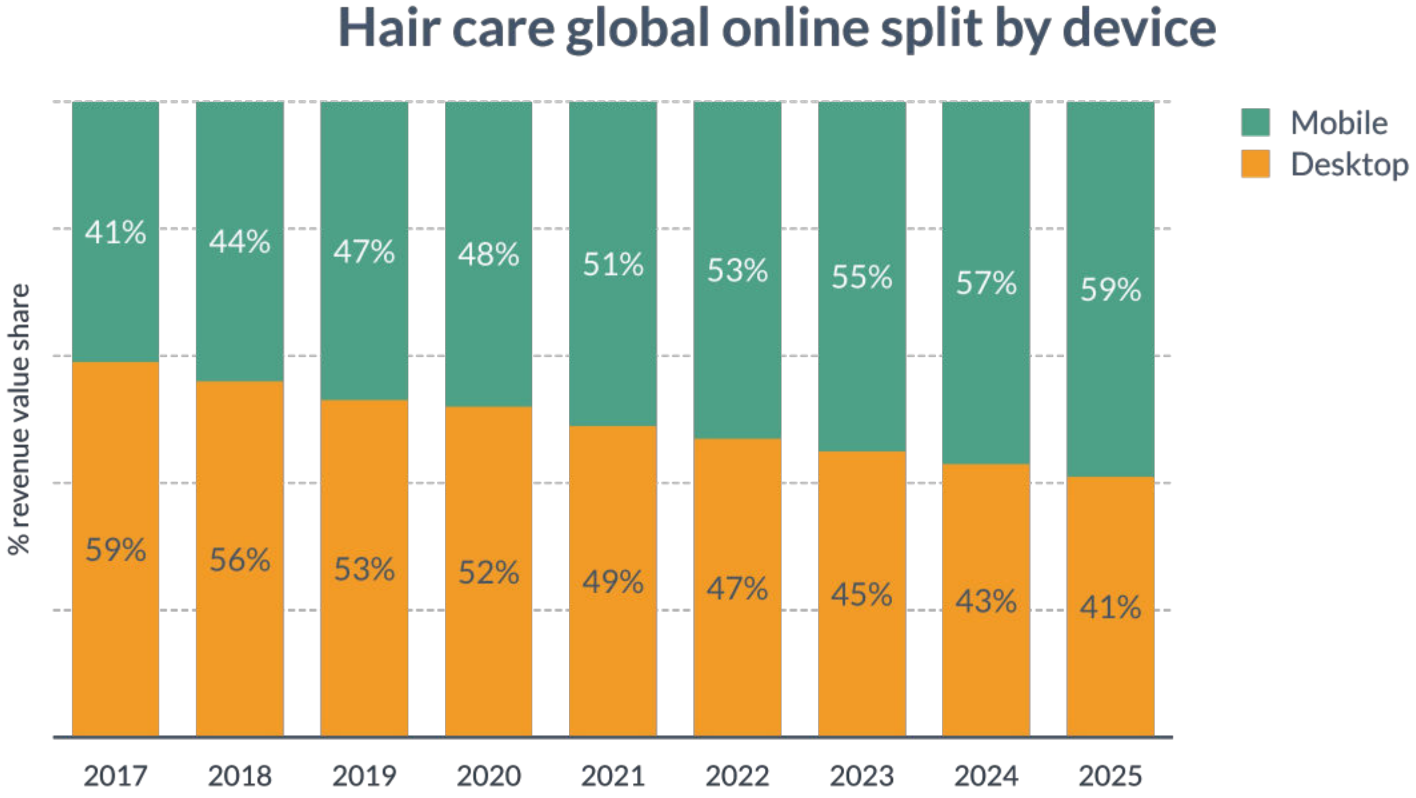
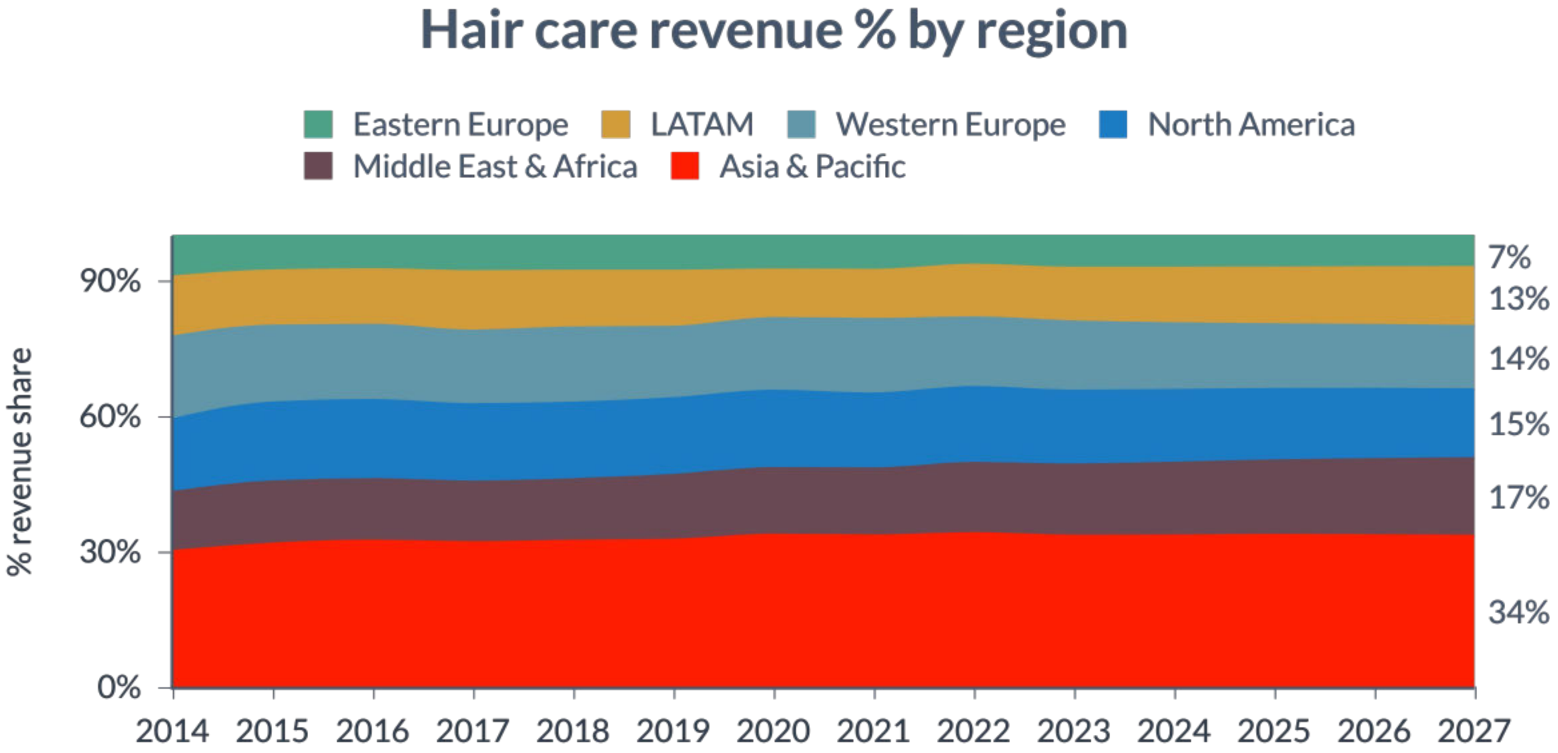
Mobile devices will become the preferred device for online hair care purchases



Source: Hair Care - Worldwide. (n.d.). Statista

APAC and Middle East & Africa will now control 50% of the market while Europe and North America lose market share



Source: Hair Care - Worldwide. (n.d.). Statista

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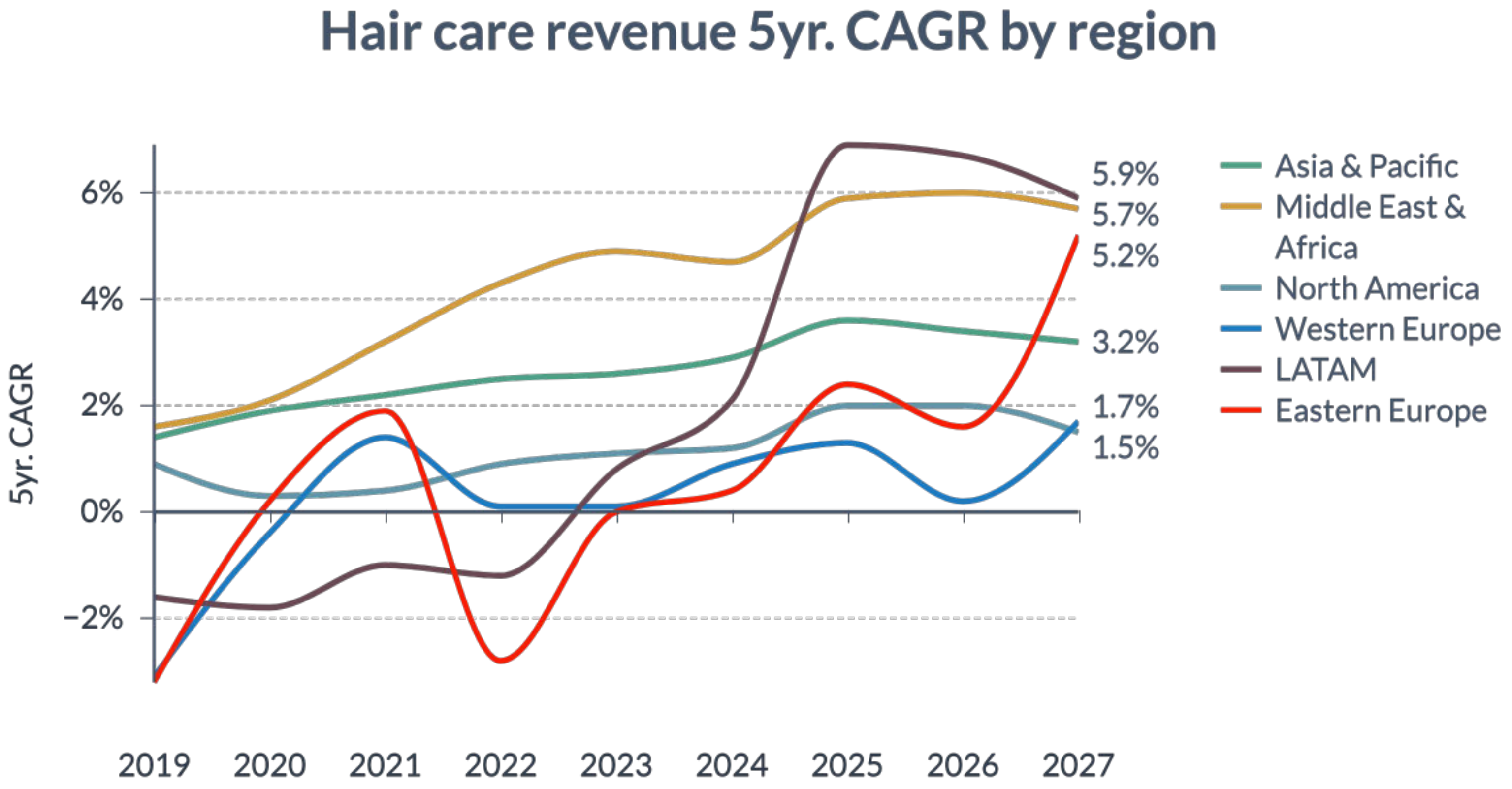
Regions with mostly emerging markets lead the growth while regions with mostly developed markets lag behind



Source: Hair Care - Worldwide. (n.d.). Statista

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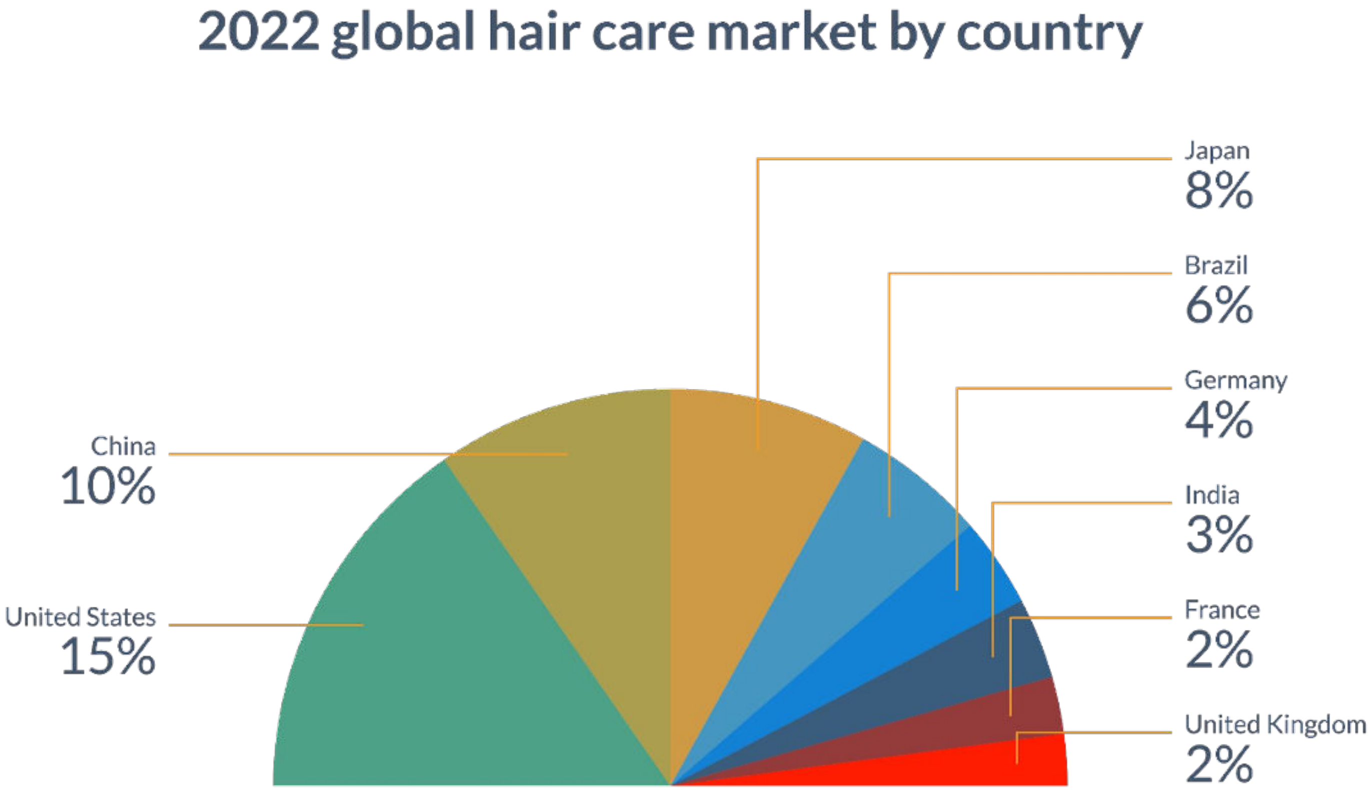
In 2022, the hair care market is fragmented except for the top 50% with only 8 countries



Source: Hair Care - Worldwide. (n.d.). Statista

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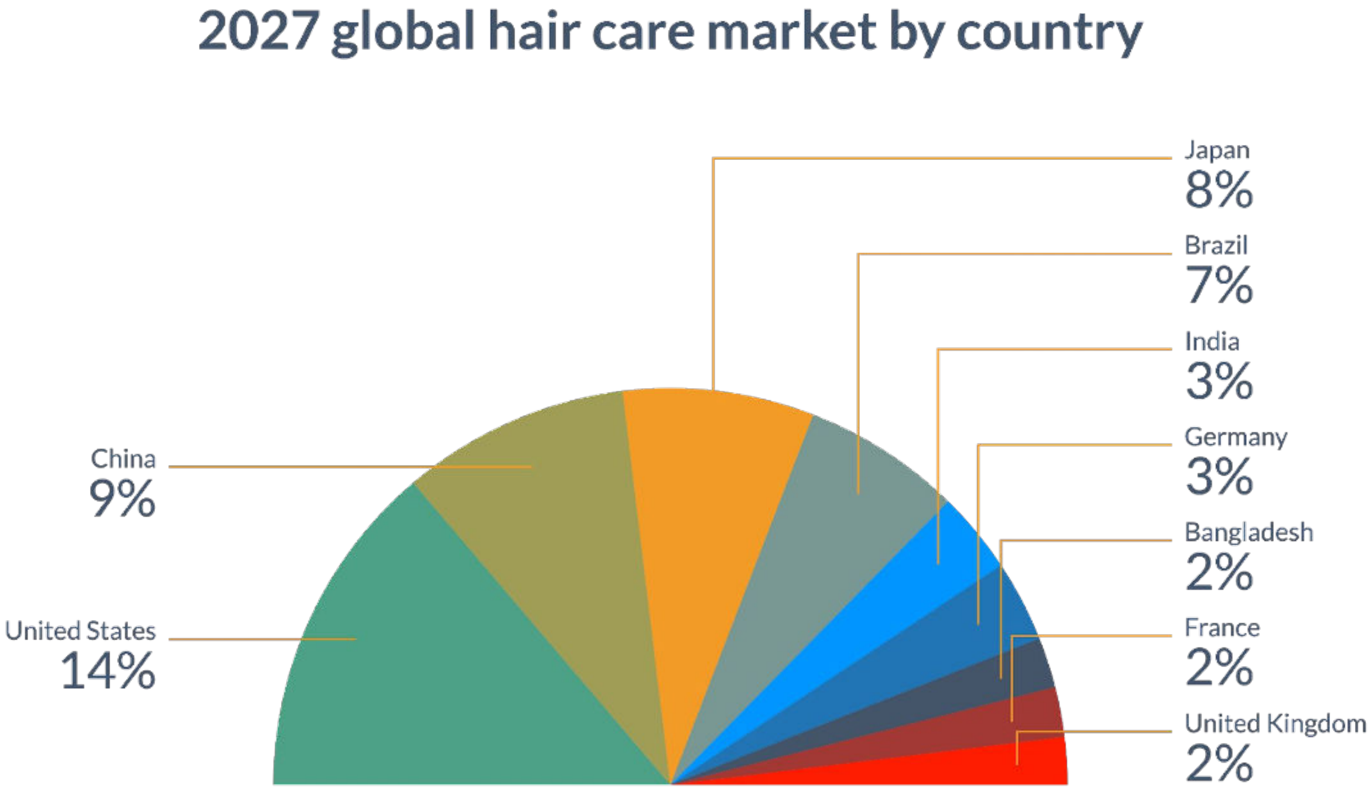
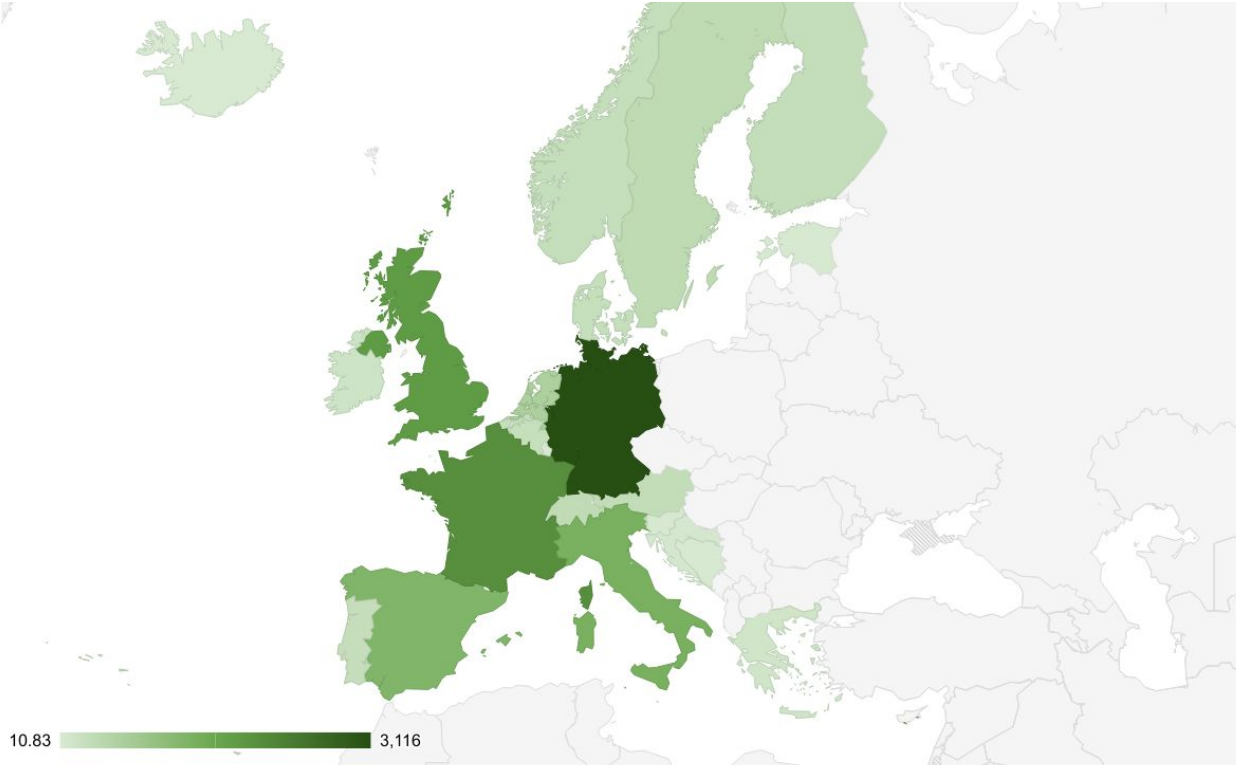
In 2027, the top 50% becomes a bit more fragmented as Bangladesh overtakes UK and France



Source: Hair Care - Worldwide. (n.d.). Statista

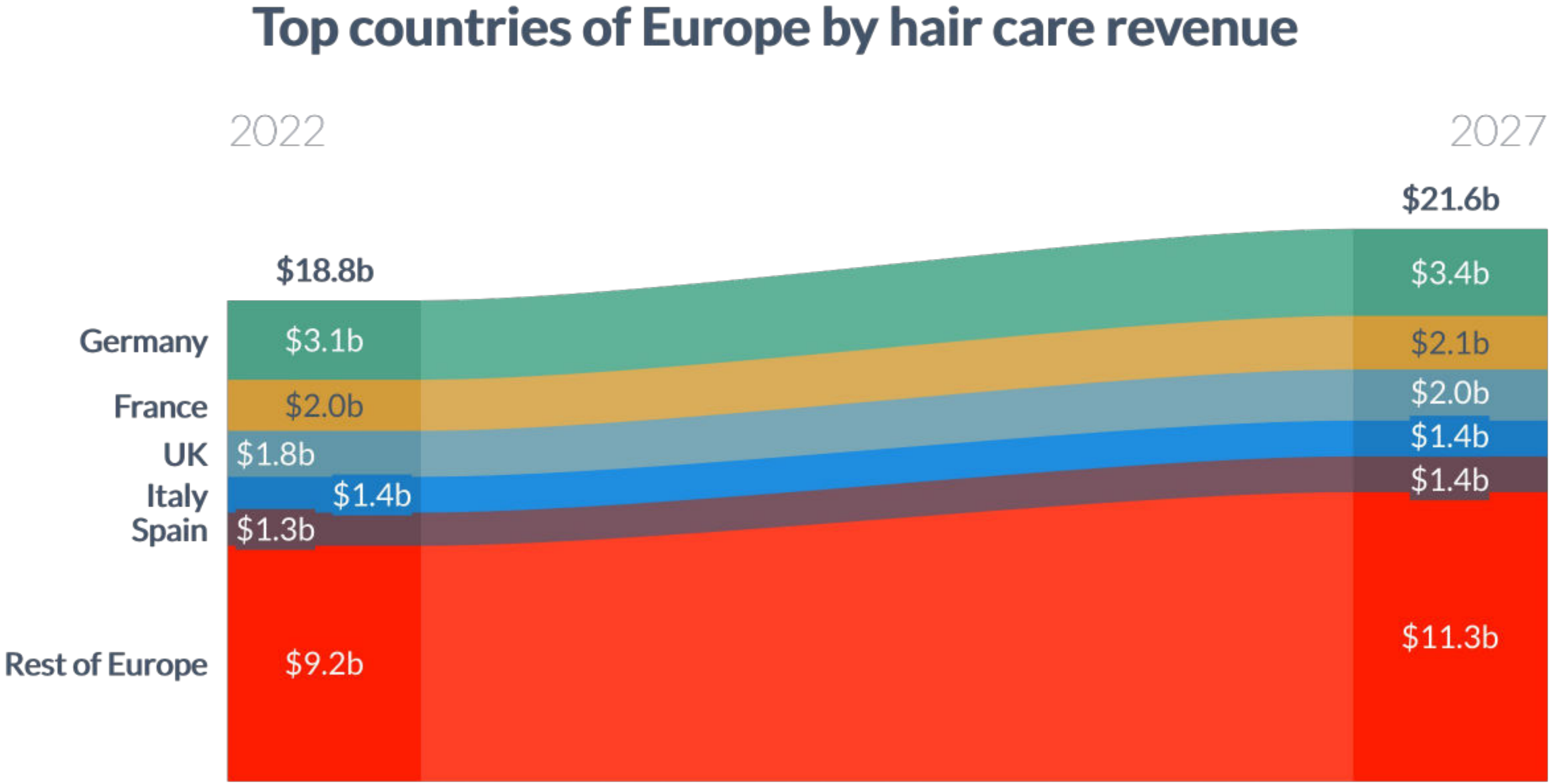
In Western Europe, the big countries are Germany, France, UK, Italy, and Spain

Germany	$3,116m
France	$1,992m
United Kingdom	$1,796m
Italy	$1,358m
Spain	$1,246m
Netherlands	$632m
Sweden	$375m
Switzerland	$356m
Austria	$321m
Finland	$307m
Norway	$288m
Portugal	$282m
Belgium	$281m
Denmark	$273m
Ireland	$163m
Greece	$126m
Croatia	$60m
Slovenia	$45m
Bosnia and Herzegovina	$44m
Luxembourg	$29m
Estonia	$26m
Iceland	$18m
Malta	$11m



Source: Hair Care - Worldwide. (n.d.). Statista

Germany, France, UK, Italy, and Spain contributes around 50% of total EU but are steadily losing market share



Source: Hair Care - Worldwide. (n.d.). Statista

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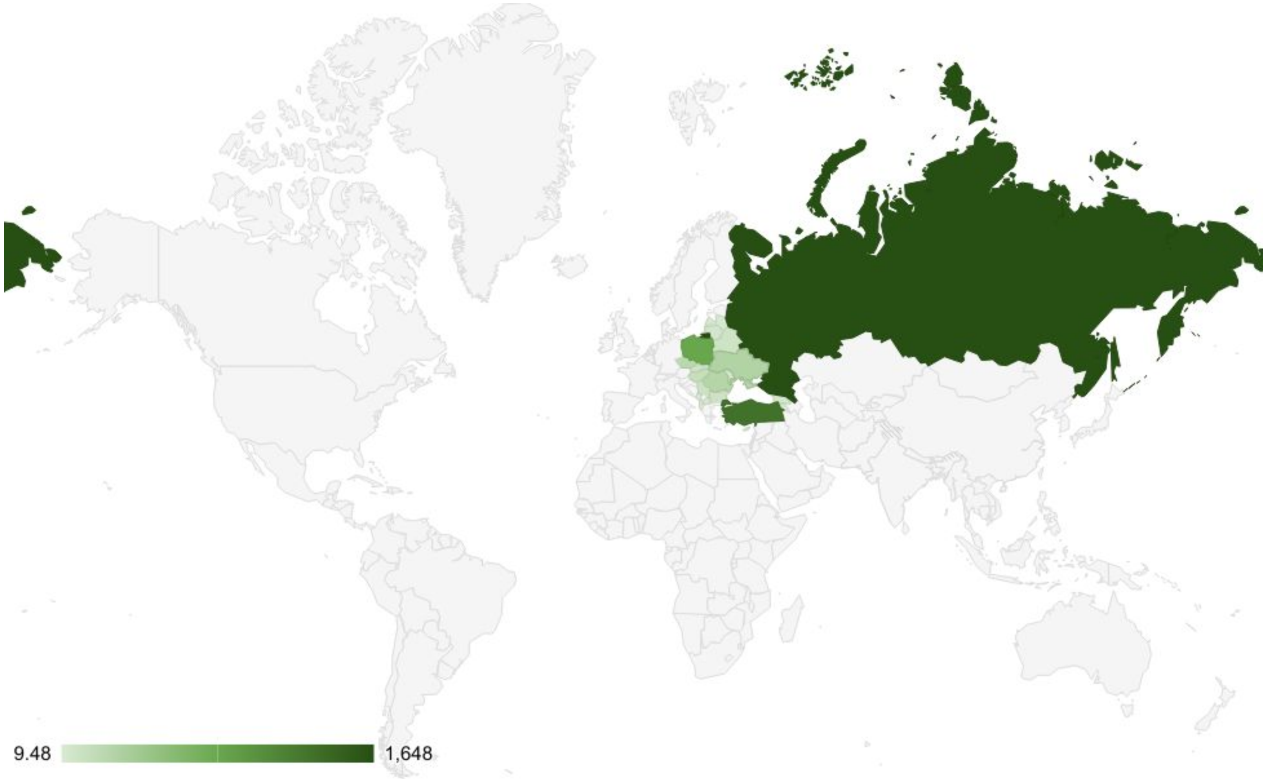
In Eastern Europe, the big countries are Russia, Turkey, and Poland

Russia	$1,648m
Turkey	$1,330m
Poland	$836m
Ukraine	$301m
Romania	$270m
Czechia	$238m
Hungary	$144m
Serbia	$108m
Slovakia	$99m
Bulgaria	$91m
Belarus	$85m
Lithuania	$56m
Moldova	$45m
Albania	$40m
Latvia	$35m
Georgia	$33m
Armenia	$29m
Cyprus	$26m
North Macedonia	$26m
Montenegro	$9m



Source: Hair Care - Worldwide. (n.d.). Statista

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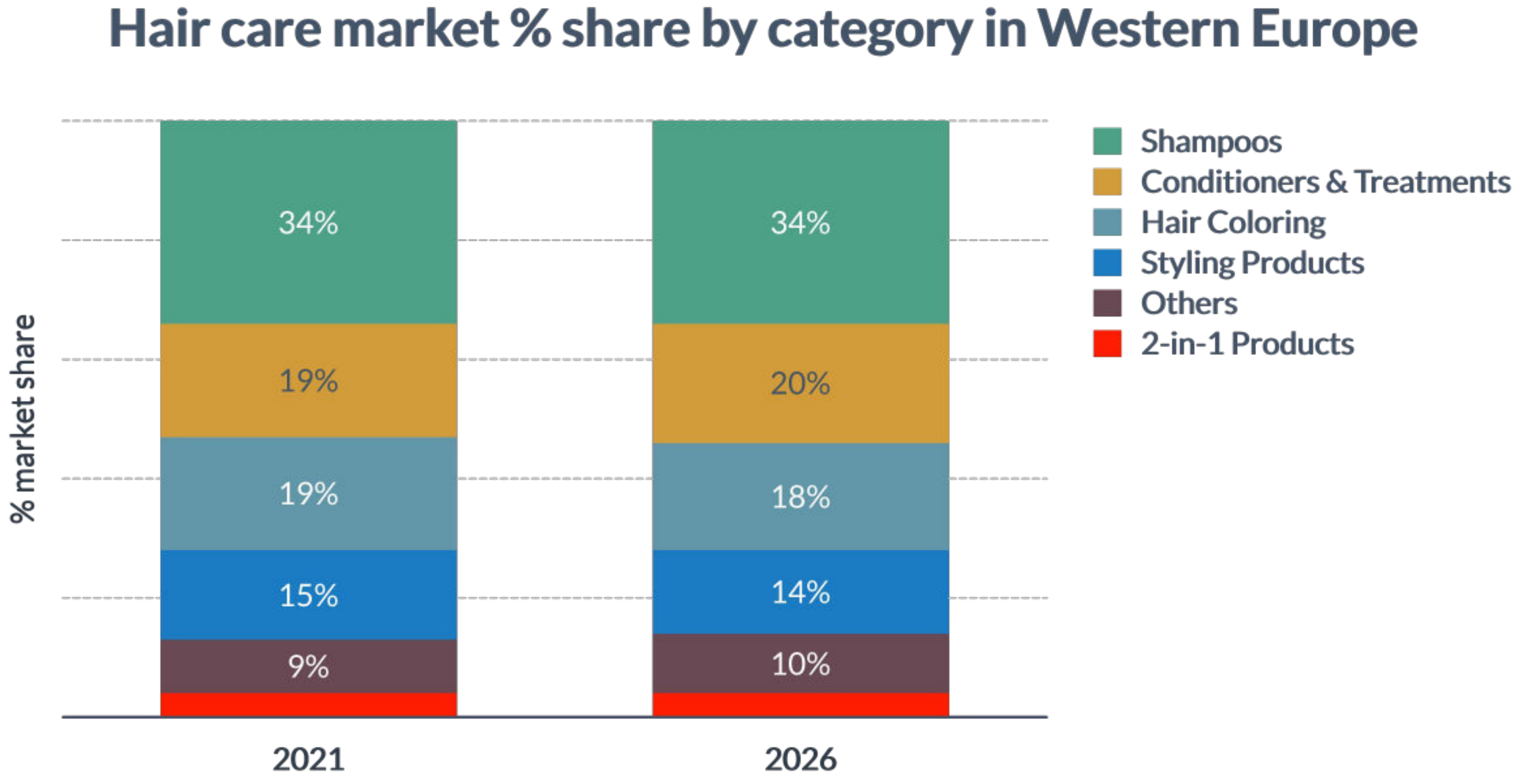
Minor expansion in hair conditioners & treatments category in the Western European market



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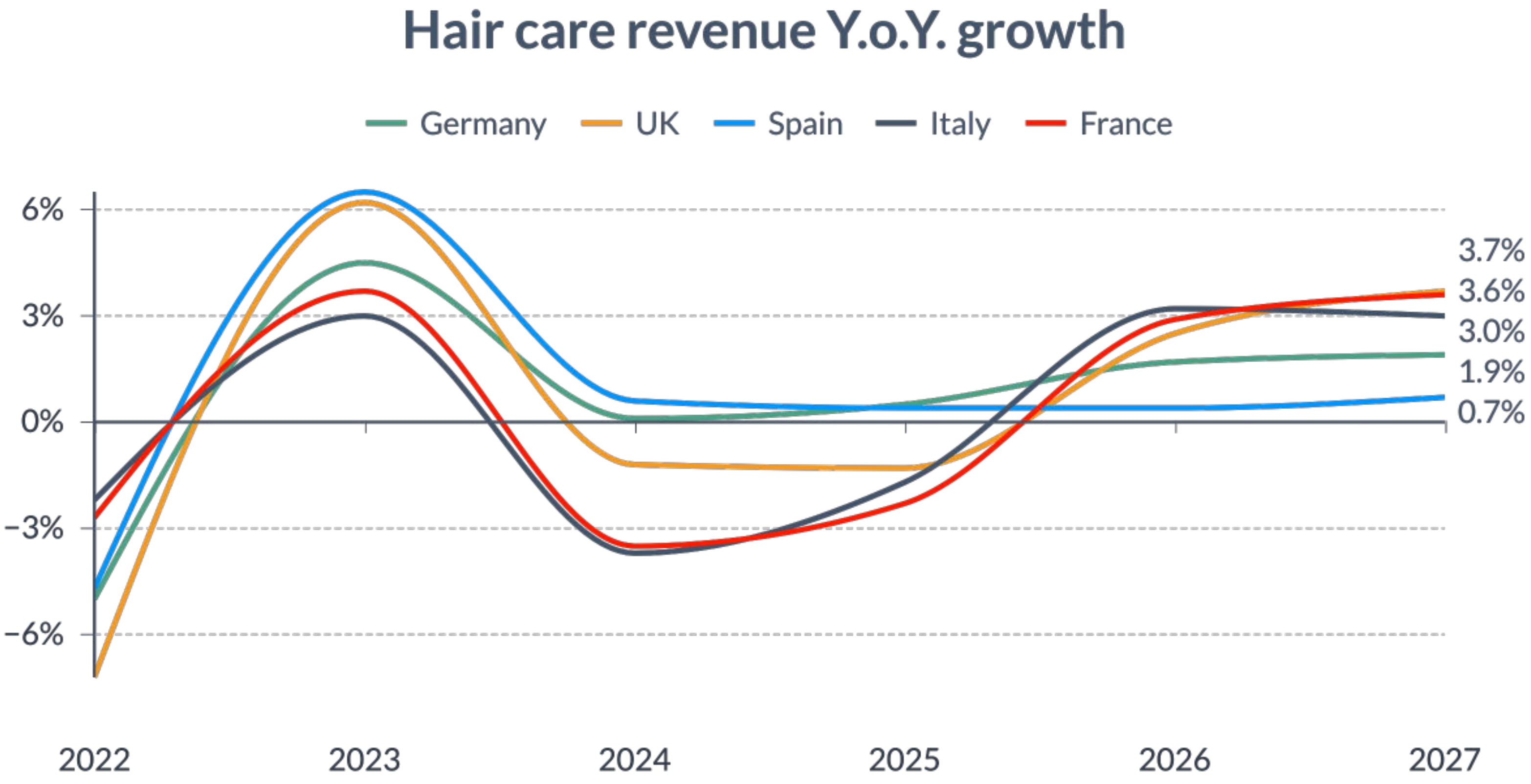
The growth of the top EU countries are forecasted to be volatile in the next 5 years



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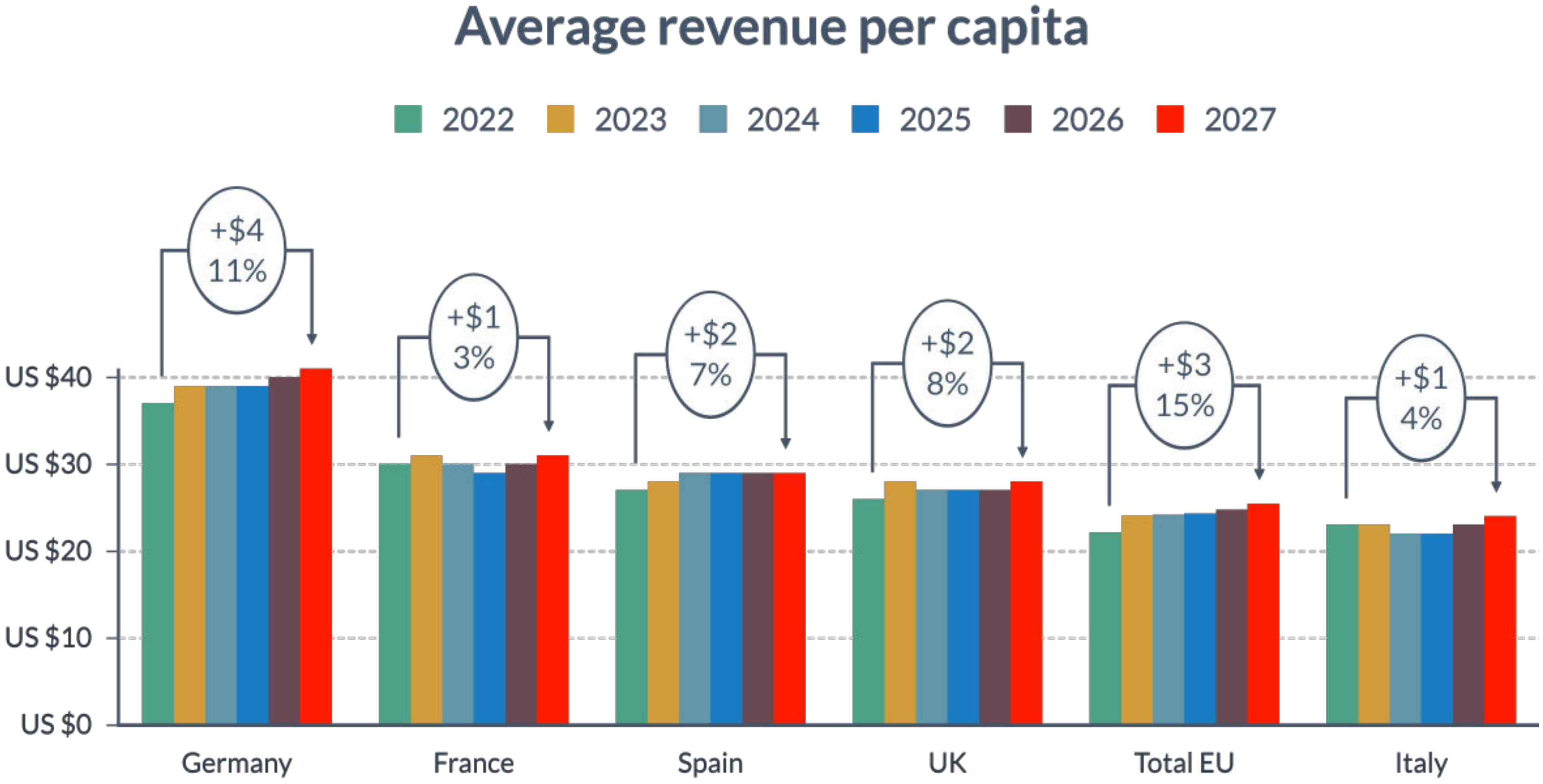
Source: Hair Care - Worldwide. (n.d.). Statista

Revenue per capita is forecasted to increase in 2027. Germany is the most premium while Italy is below average



Source: Hair Care - Worldwide. (n.d.). Statista

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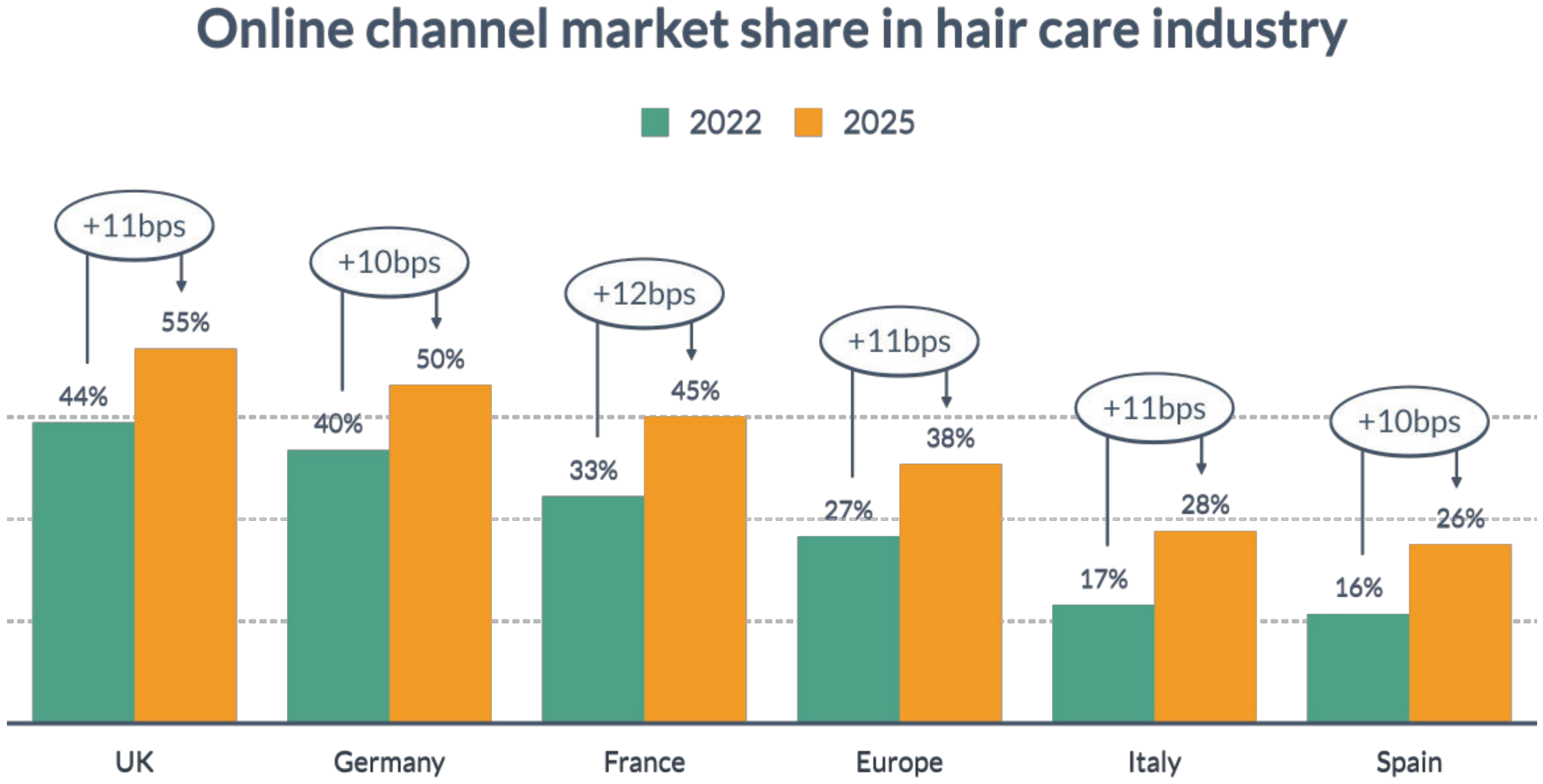
In Europe, 40% of hair care products will be bought online by 2025. Germany, UK, and France will be ahead of the curve



Source: Hair Care - Worldwide. (n.d.). Statista

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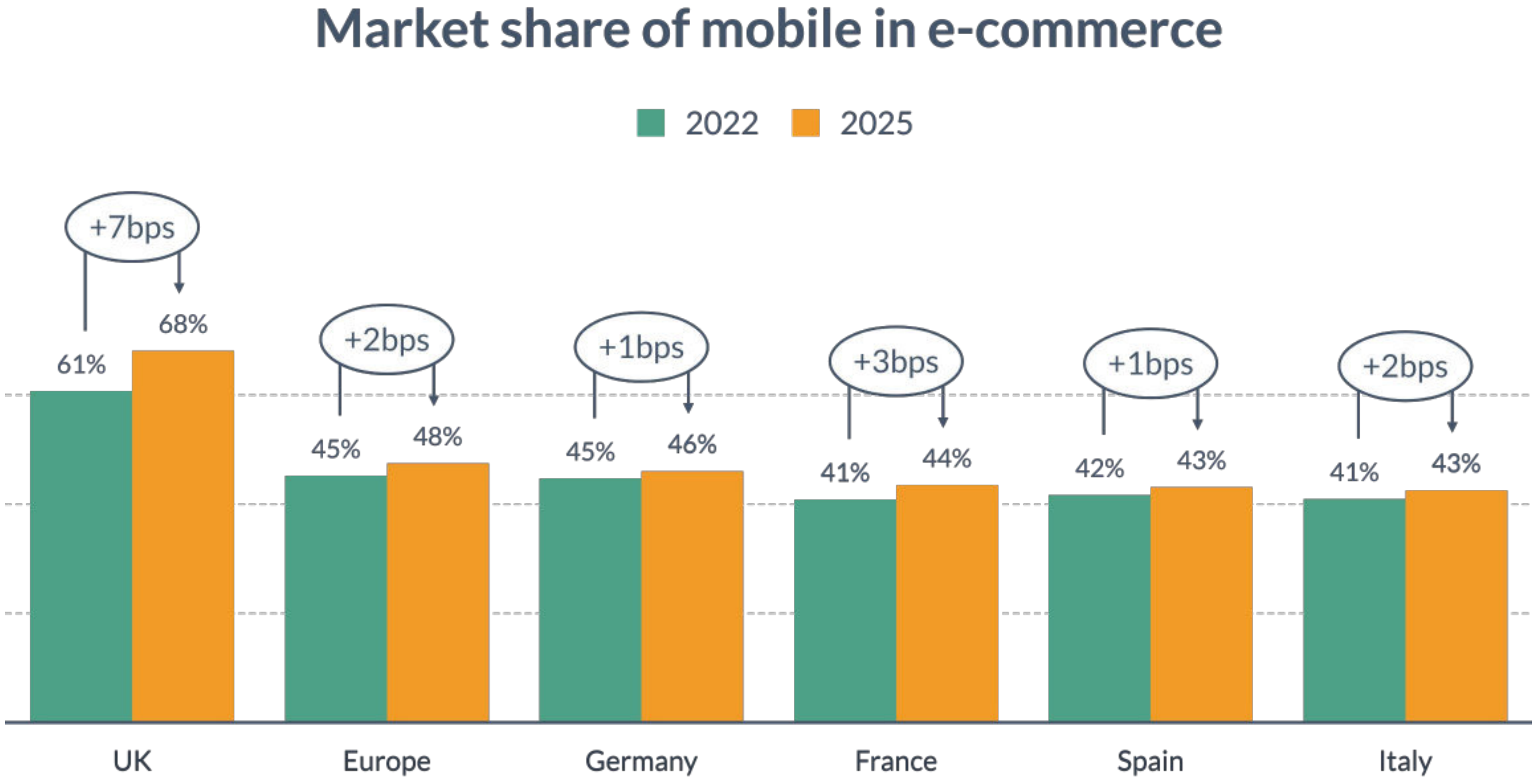
48% of online purchases in Europe will be thru a mobile device. Apart from UK, the top countries will rely more on desktops



Source: Hair Care - Worldwide. (n.d.). Statista

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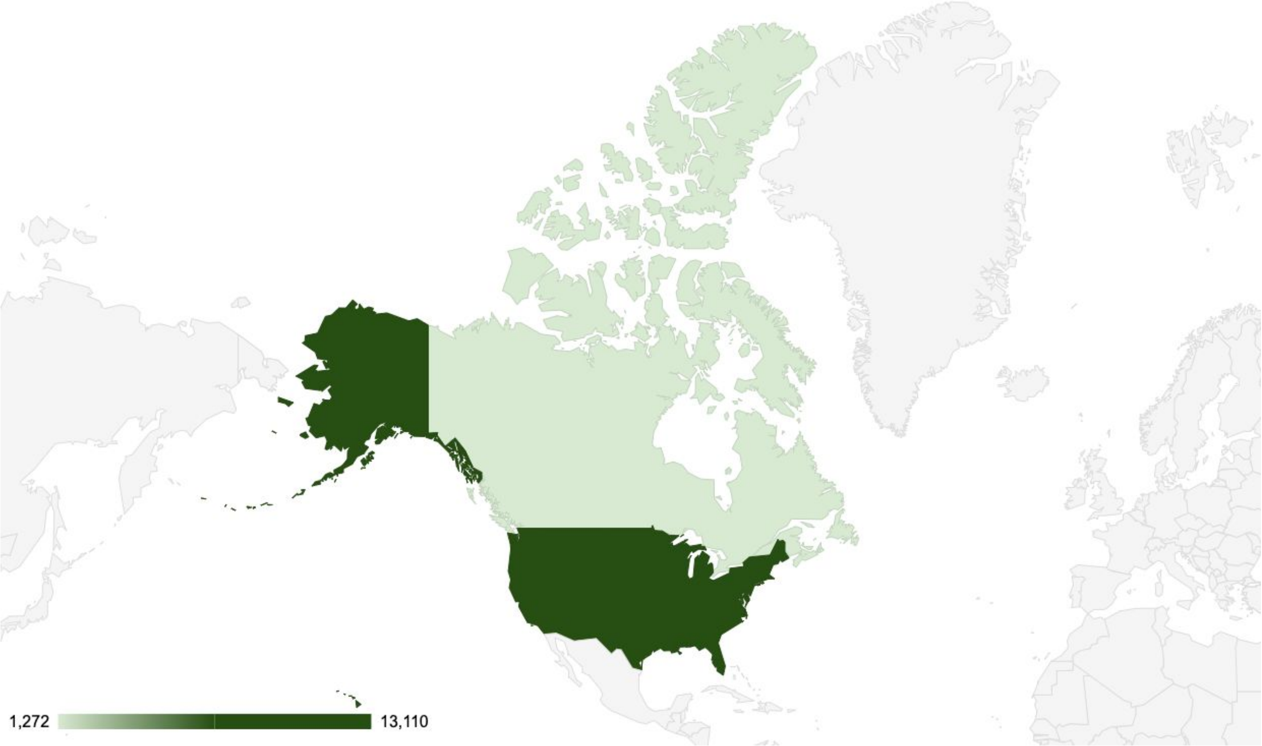
US is 10x bigger than Canada but Canada is still a big market



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Source: Hair Care - Worldwide. (n.d.). Statista

USA contributes around 91% of hair care revenues in North America

North America by hair care revenue

Source: Hair Care - Worldwide. (n.d.). Statista

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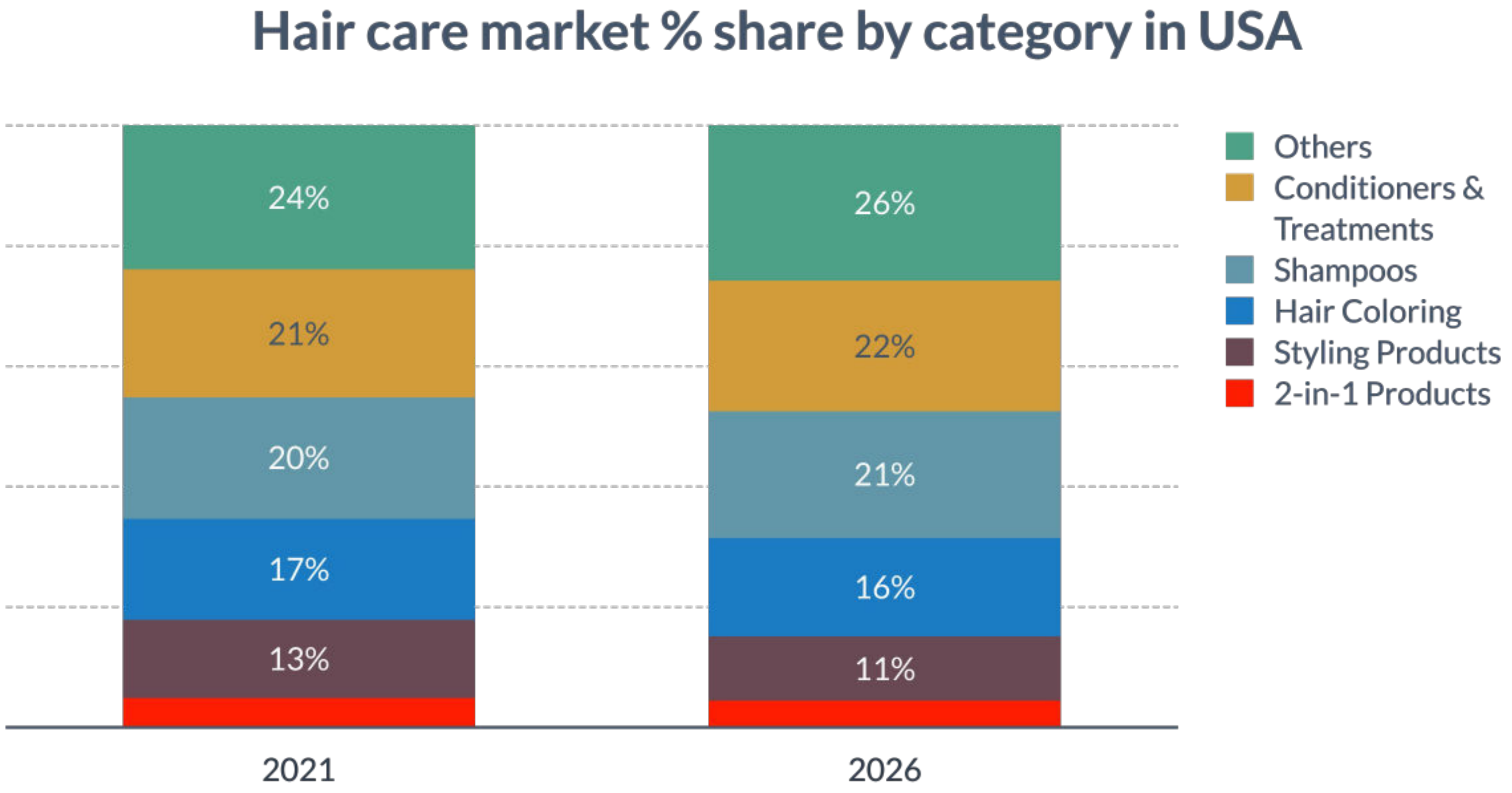
US hair care market will consolidate towards the 3 main categories lead by professional hair care (others)



Sources: (1) Hair Care in the U.S. 2017. In Statista ; (2) Cosmetics consumer behavior in the U.S.. In Statista. ; (3) Hair care and shampoo market in the U.S.. In Statista. ; (4) Hair color/dye market in the U.S.. In Statista.

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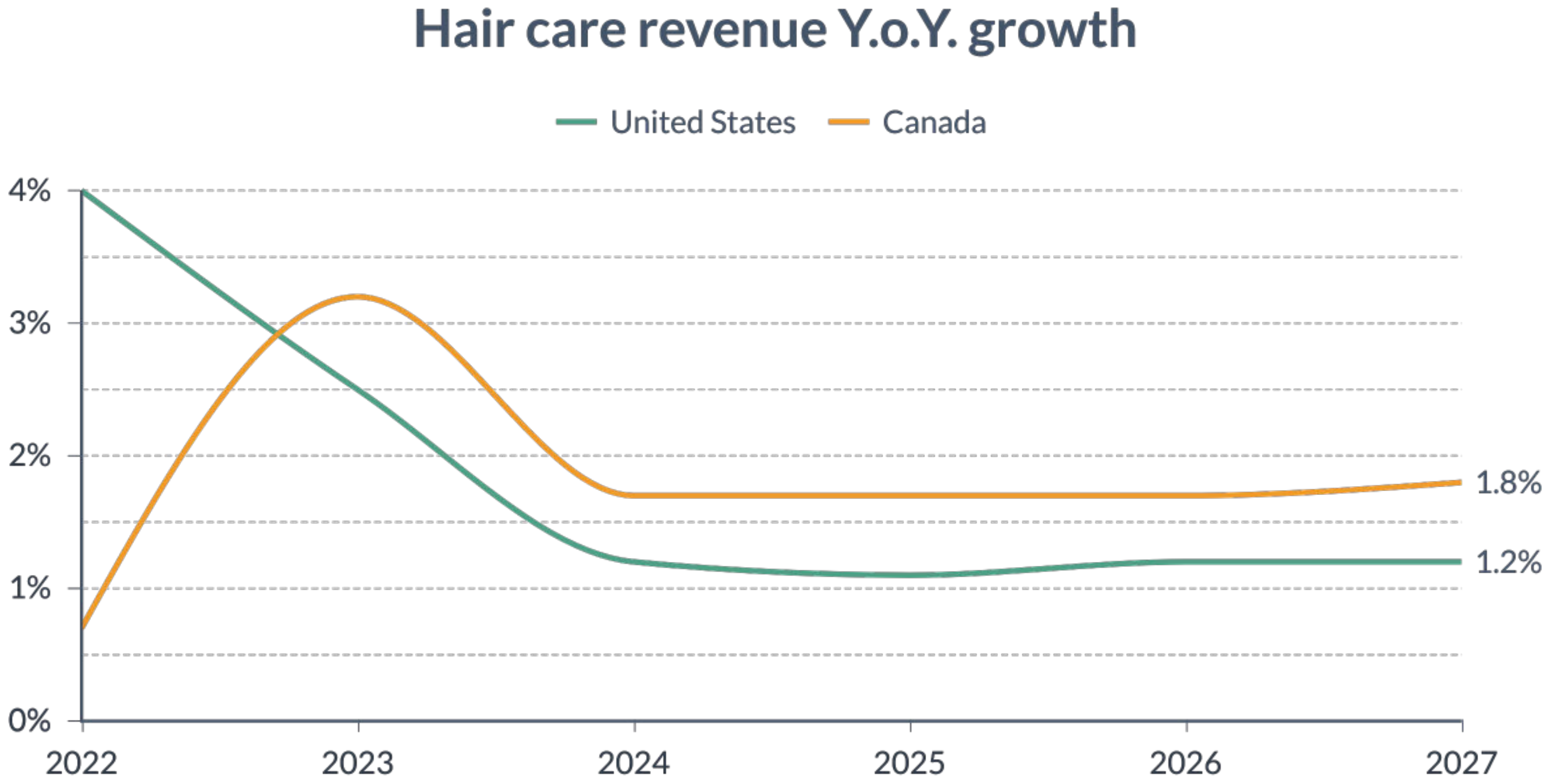
Hair care revenue growth will stabilize in North America between 1% to 2%



Source: Hair Care - Worldwide. (n.d.). Statista

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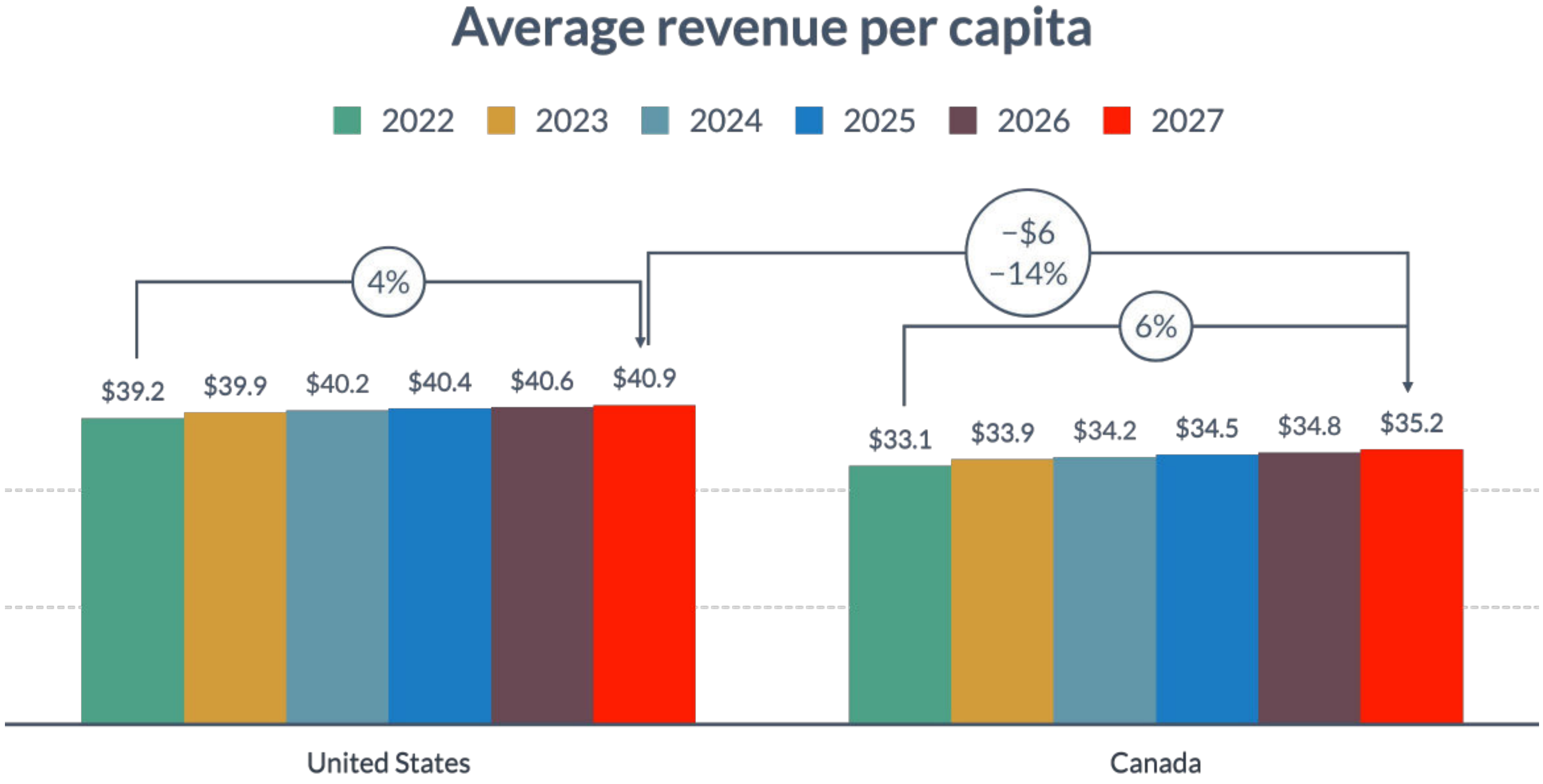
US has a more premium hair care market than Canada. Both countries expect a slight growth in ave. revenue per capita



Source: Hair Care - Worldwide. (n.d.). Statista

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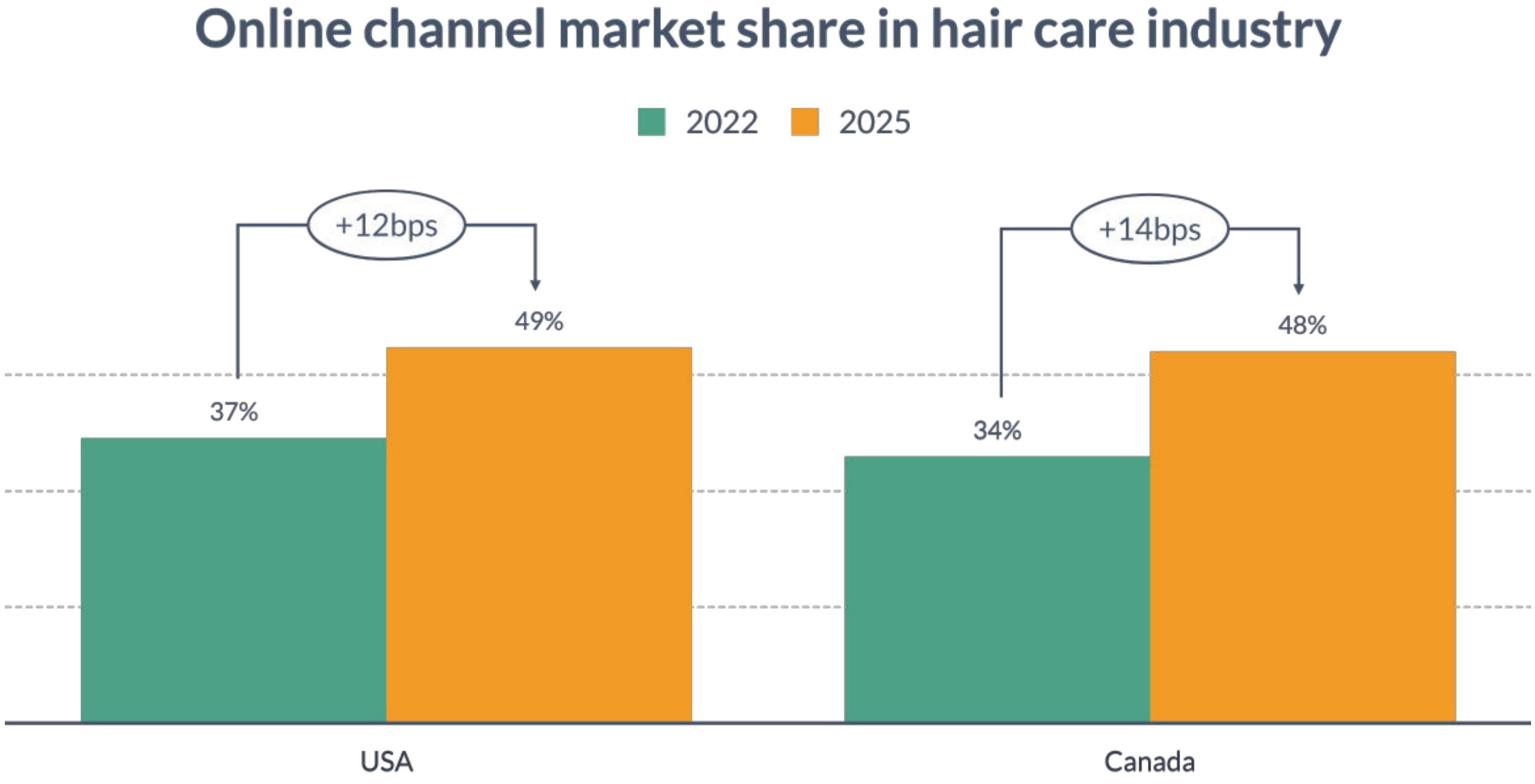
Almost 50% of hair care products in North America will be bought online by 2025



Source: Hair Care - Worldwide. (n.d.). Statista

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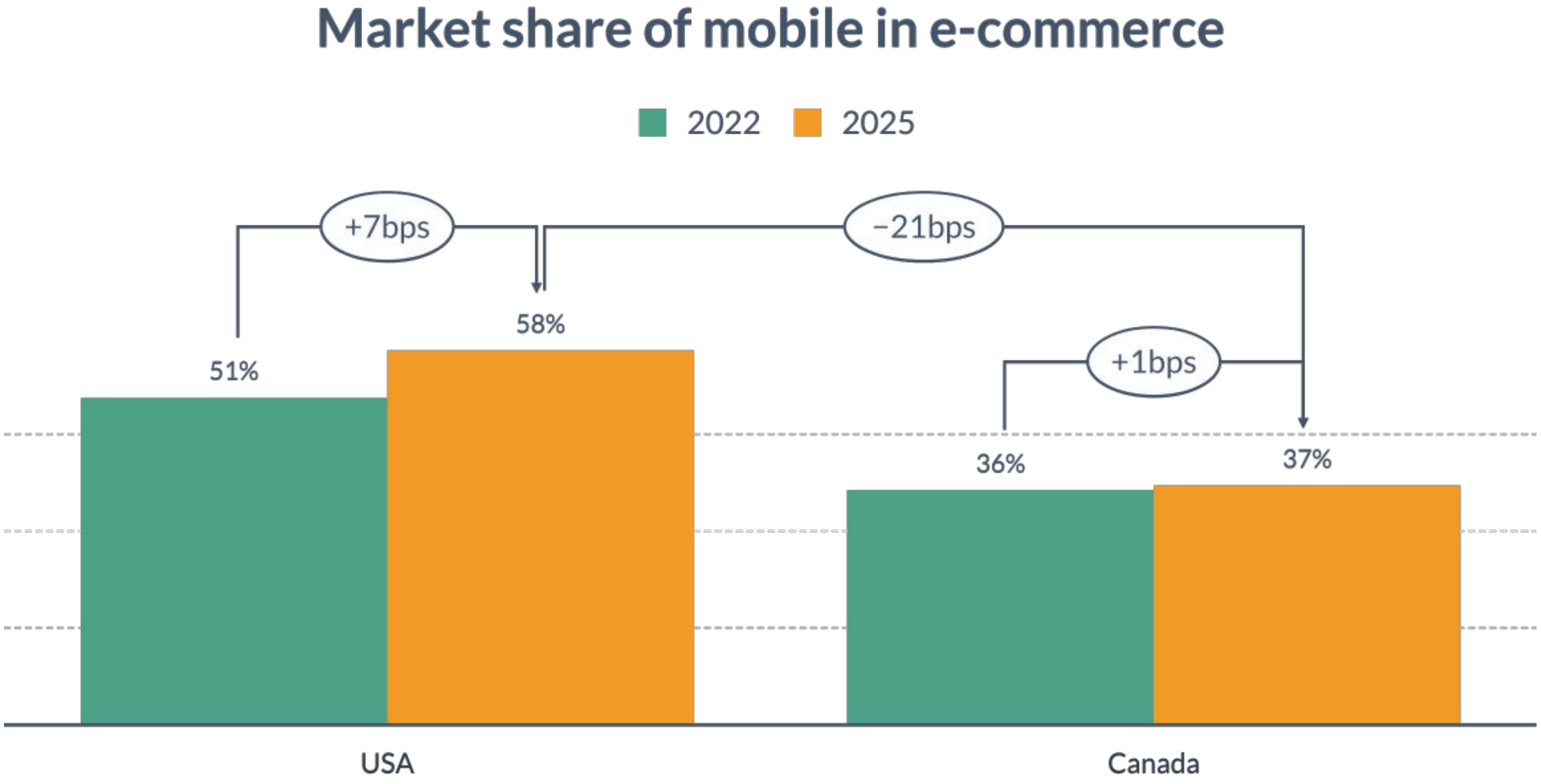
Hair care shopping thru a mobile device will be more prominent in USA while Canada will lag behind



Source: Hair Care - Worldwide. (n.d.). Statista

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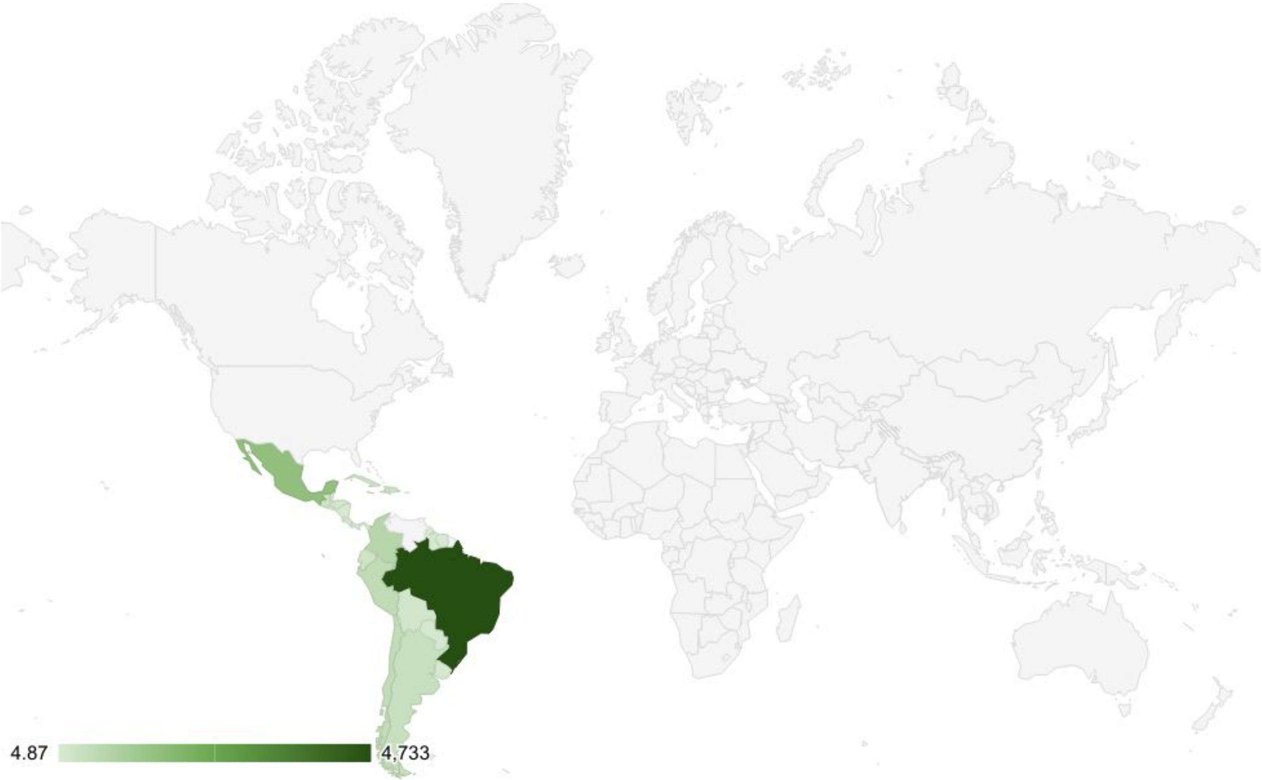
In LATAM, the big countries are Brazil and Mexico

Brazil	$4,733m
Mexico	$1,501m
Colombia	$705m
Peru	$489m
Chile	$472m
Argentina	$372m
Guatemala	$247m
Ecuador	$204m
Cuba	$197m
Dominican Republic	$174m
Haiti	$154m
Bolivia	$136m



$106m	Honduras
$83m	Costa Rica
$79m	Uruguay
$75m	Panama
$74m	El Salvador
$74m	Paraguay
$58m	Nicaragua
$36m	Jamaica
$9m	Guyana
$5m	Suriname
$5m	Belize

Source: Hair Care - Worldwide. (n.d.). Statista

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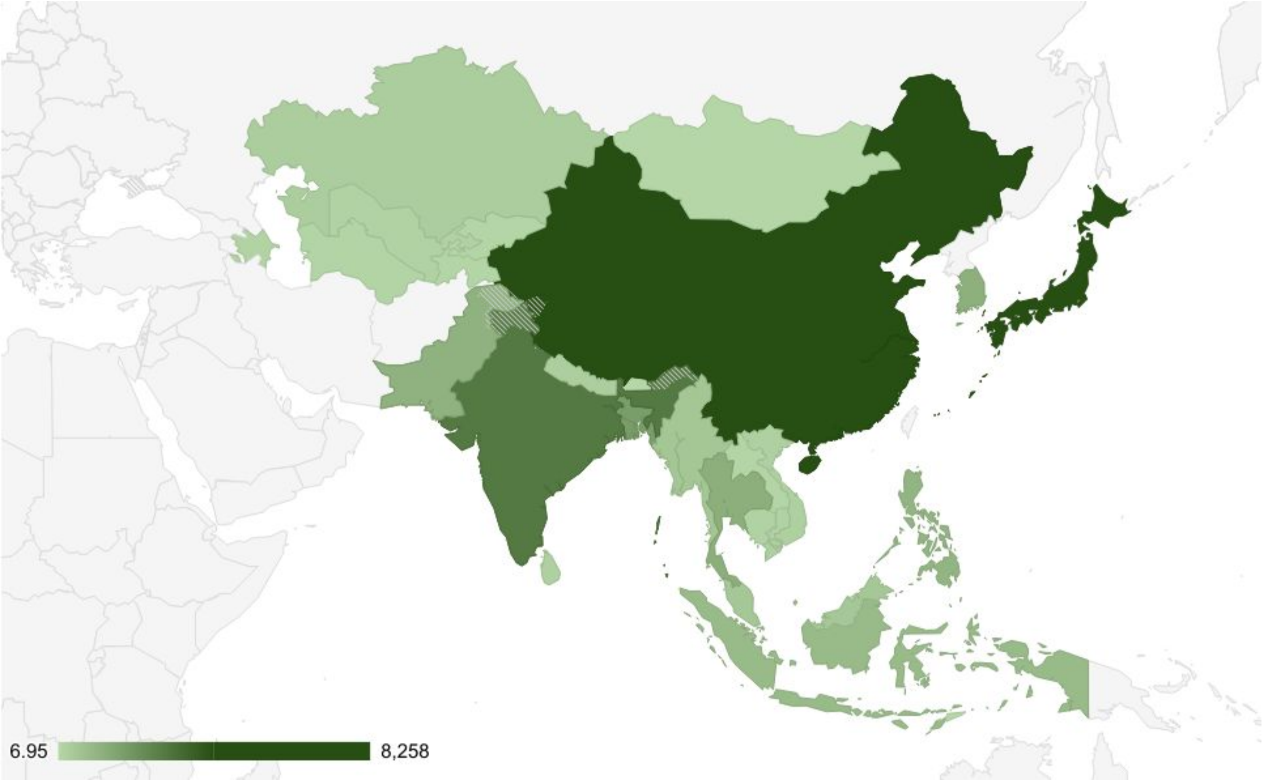
In APAC, the big countries are China, Japan, India, Bangladesh, Thailand, South Korea, Pakistan, and Philippines

China	$8,258m
Japan	$6,896m
India	$2,826m
Bangladesh	$1,724m
Thailand	$1,217m
South Korea	$1,191m
Pakistan	$1,113m
Philippines	$1,023m
Australia	$978m
Indonesia	$840m
Myanmar	$493m
Malaysia	$478m
Kazakhstan	$286m
Nepal	$280m
Sri Lanka	$215m
Vietnam	$213m

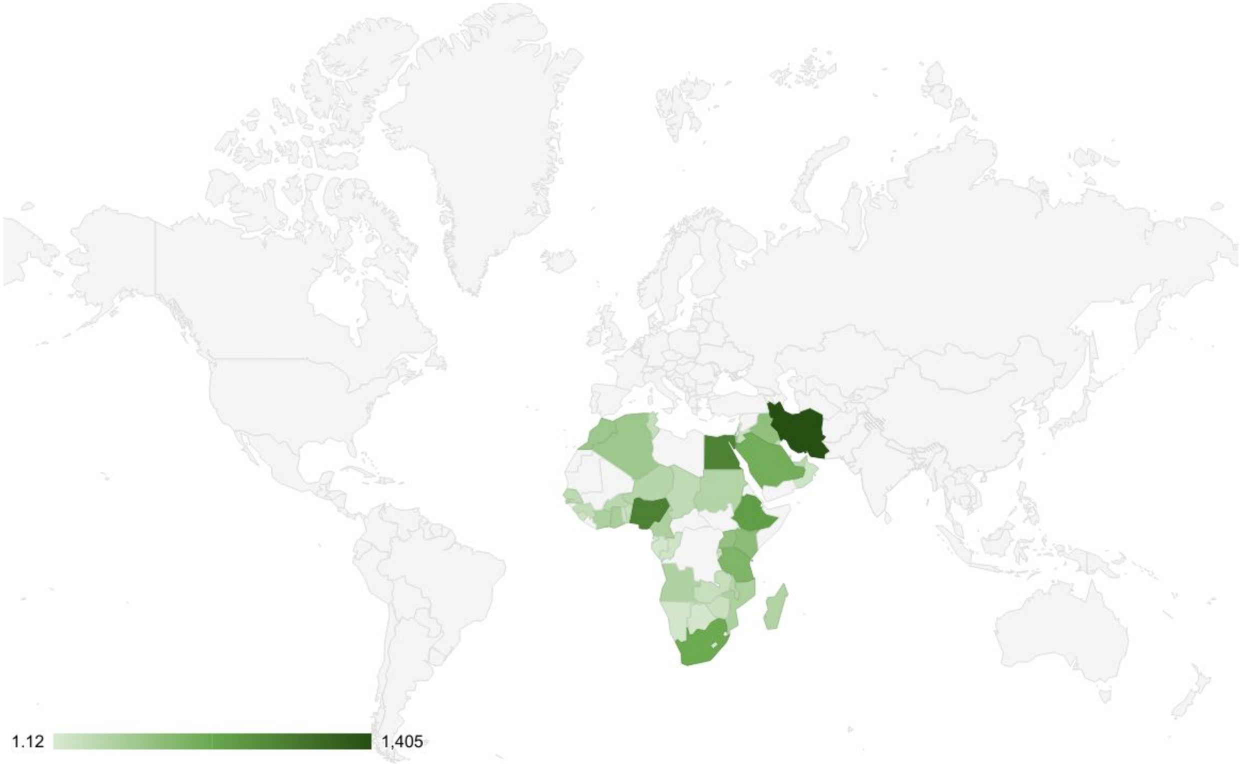


$205m	New Zealand
$188m	Singapore
$158m	Cambodia
$149m	Uzbekistan
$118m	Azerbaijan
$81m	Turkmenistan
$73m	Tajikistan
$73m	Papua New Guinea
$66m	Laos
$53m	Kyrgyzstan
$30m	Mongolia
$13m	Timor-Leste
$11m	Fiji
$9m	Bhutan
$7m	Brunei Darussalam

Source: Hair Care - Worldwide. (n.d.). Statista

In Middle East & Africa, the big countries are Nigeria, Iran, and Egypt

Nigeria	$1,002m
Egypt	$995m
Ethiopia	$788m
Saudi Arabia	$642m
South Africa	$686m
Kenya	$488m
Tanzania	$559m
Iraq	$459m
Uganda	$435m
Morocco	$374m
Israel	$366m
Angola	$260m
Algeria	$373m
Cameroon	$282m
Ivory Coast	$278m
Ghana	$291m
Mozambique	$278m
Madagascar	$244m
Niger	$220m
Sudan	$240m
Burkina Faso	$194m
Malawi	$223m
Chad	$163m
Senegal	$171m
United Arab Emirates	$197m



$149m	Guinea
$125m	Tunisia
$118m	Zambia
$118m	Benin
$123m	Jordan
$101m	Kuwait
$98m	Rwanda
$89m	Burundi
$78m	Qatar
$98m	Zimbabwe
$80m	Togo
$60m	Republic of the Congo
$74m	Sierra Leone
$70m	Oman
$41m	Namibia
$54m	Lebanon
$37m	Bahrain
$33m	Botswana
$31m	Gabon
$24m	Equatorial Guinea
$24m	Lesotho
$22m	Gambia
$23m	Mauritius
$1m	Seychelles

Source: Hair Care - Worldwide. (n.d.). Statista

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ADVERTISING: EXPENDITURE & EFFECTIVENESS

Advertising: expenditure & effectiveness highlights

The **big companies** in the cosmetics industry each **spend on advertising** close to **USD 8b annually** while the more **specialized companies spend less than USD 2b.** Comparing ad expenditure **as a % of revenue**, the industry would range **from 2% to 31%** with varying degrees of results.

In the US, Unilever has the **top 2 most well-known** brands in Dove and Suave*. However, **Dove and Suave have a 14% ad spend/revenue ratio while L'Oréal spends more than 30%.** In terms of absolute numbers, Dove and Suave do have one of the highest spending but **Nivea has the lowest spending in the group but was able to produce similar results**. A similar comparison can be observed in the UK market as well. **Clearly, a high spending on advertising does not guarantee better results.**

P&G US spends **66% of advertising budget on other media which is mostly on the internet. This is inline with global standards across industries in both US and even in Western Europe.** In fact, we will see more shift from traditional media towards non-traditional with majority of marketers worldwide planning on more spending with digital advertising. With this, expect continued experimentation with online advertising as the internet as a medium continues to develop leading to a more complex and competitive advertising landscape.

Unilever has since divested Suave.

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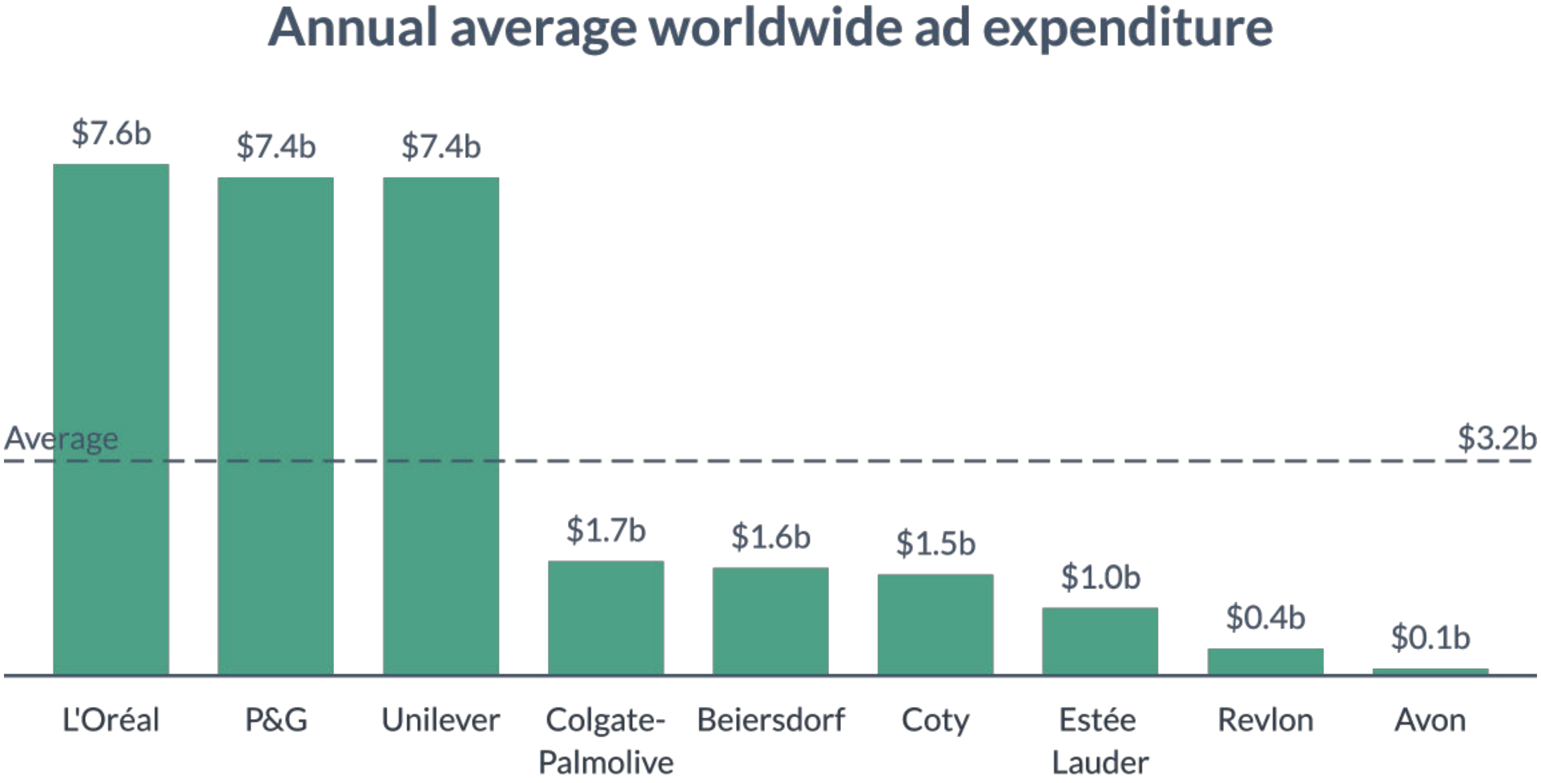
Big companies in cosmetics industry each spend close to USD 8b annually. Specialized companies spend less than USD 2b



Source: (1) Beiersdorf. In Statista. ; (2) Estée Lauder. In Statista. ; (3) L'Oréal. In Statista. ; (4) Avon Products Inc.. In Statista. ; (5) Coty Inc.. In Statista. ; (6) Procter & Gamble Inc.. In Statista. ; (7) Unilever. In Statista.

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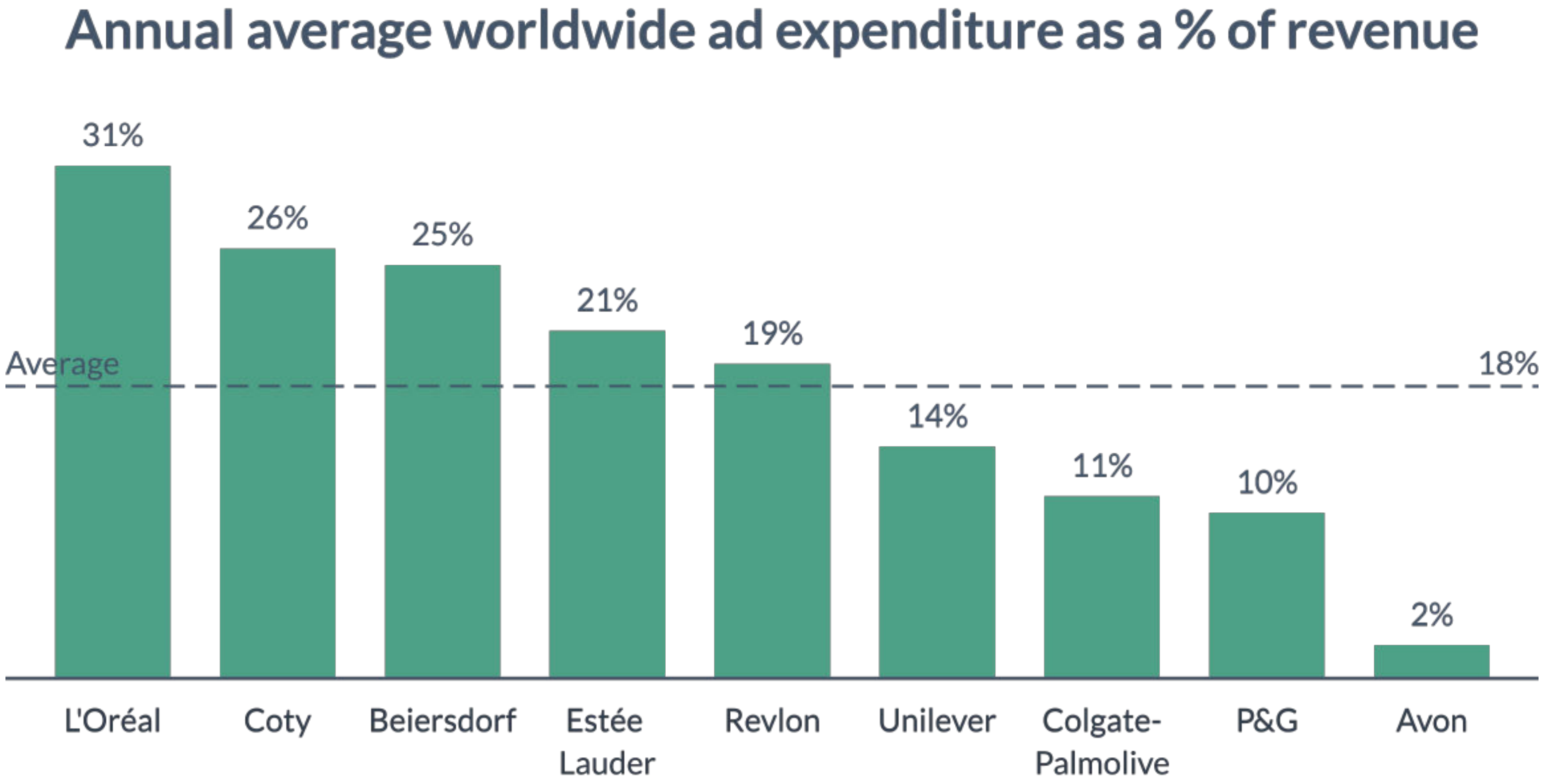
Ad expenditure as a % of total revenue range from as low as 2% to as high as 31%



Source: (1) Beiersdorf. In Statista. ; (2) Estée Lauder. In Statista. ; (3) L'Oréal. In Statista. ; (4) Avon Products Inc.. In Statista. ; (5) Coty Inc.. In Statista. ; (6) Procter & Gamble Inc.. In Statista. ; (7) Unilever. In Statista.

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In US, the 2 most well-known brands belong to Unilever while P&G and L'Oréal have majority of the top brands

Most well-known hair care brands in the U.S. 2022

Source: Statista. (September 29, 2022). Leading hair care brands ranked by brand awareness in the United States in 2022 [Graph]. In Statista.

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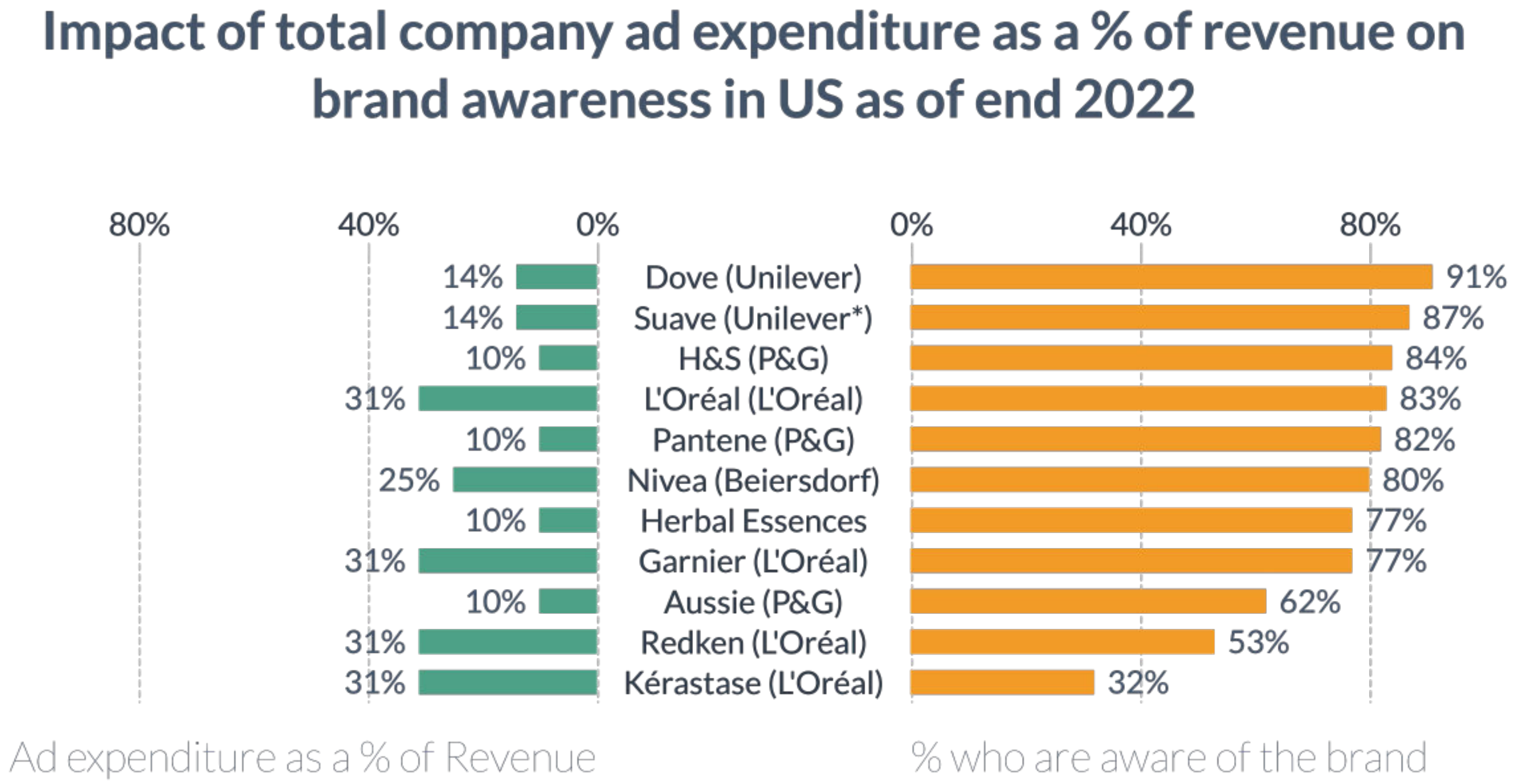
High total company ad expenditure as a % of revenue does not directly translate to high brand awareness



Source: (1) Beiersdorf. In Statista. ; (2) Estée Lauder. In Statista. ; (3) L'Oréal. In Statista. ; (4) Avon Products Inc.. In Statista. ; (5) Coty Inc.. In Statista. ; (6) Procter & Gamble Inc.. In Statista. ; (7) Unilever. In Statista.

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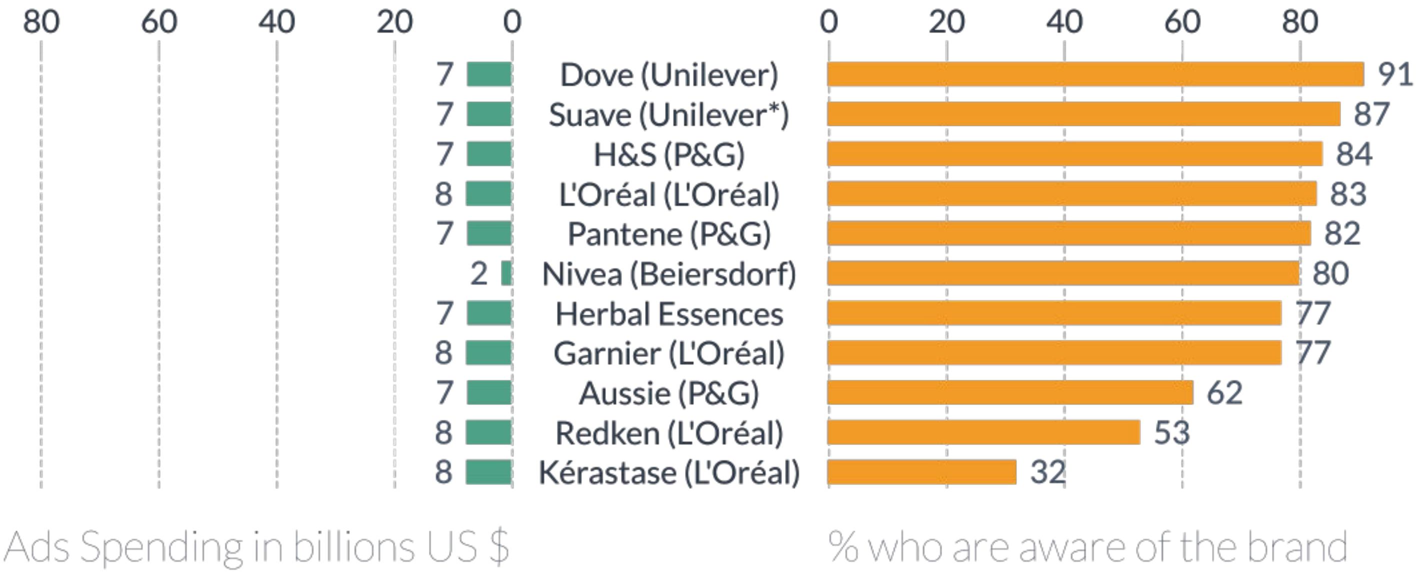
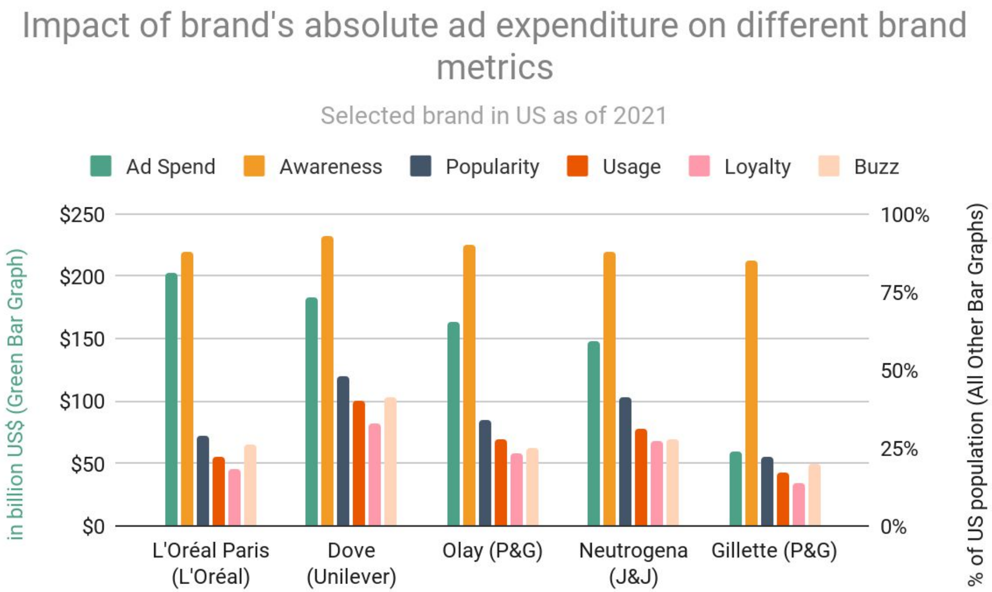
High total company absolute ad expenditure does not directly translate to high brand awareness

Impact of total company absolute ad expenditure on brand awareness in US as of 2022



Source: (1) Beiersdorf. In Statista. ; (2) Estée Lauder. In Statista. ; (3) L'Oréal. In Statista. ; (4) Avon Products Inc.. In Statista. ; (5) Coty Inc.. In Statista. ; (6) Procter & Gamble Inc.. In Statista. ; (7) Unilever. In Statista.

High brand ad expenditure does not directly translate to better brand metrics even in other adjacent categories

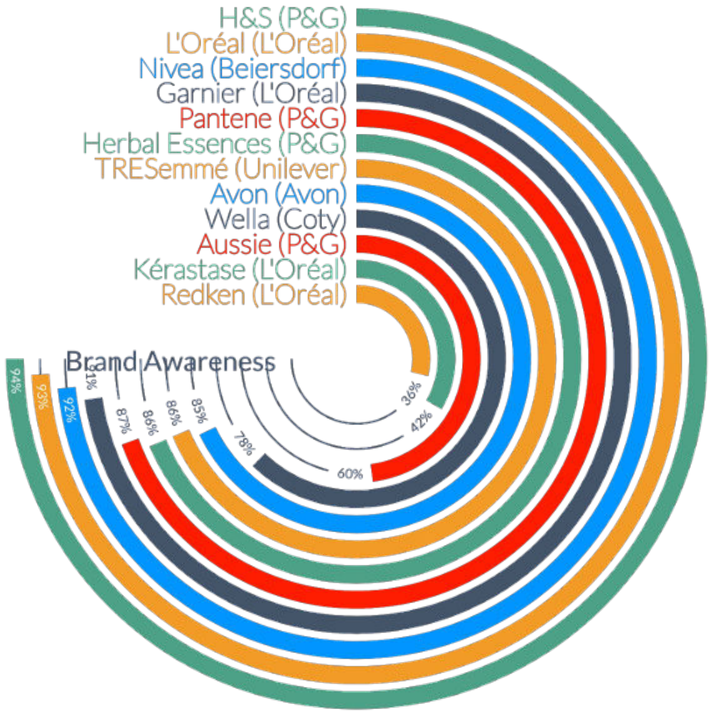


Source: (1) Beiersdorf. In Statista. ; (2) Estée Lauder. In Statista. ; (3) L'Oréal. In Statista. ; (4) Avon Products Inc.. In Statista. ; (5) Coty Inc.. In Statista. ; (6) Procter & Gamble Inc.. In Statista. ; (7) Unilever. In Statista.

INDARU

In UK, P&G and L’Oréal have the most well-known brands

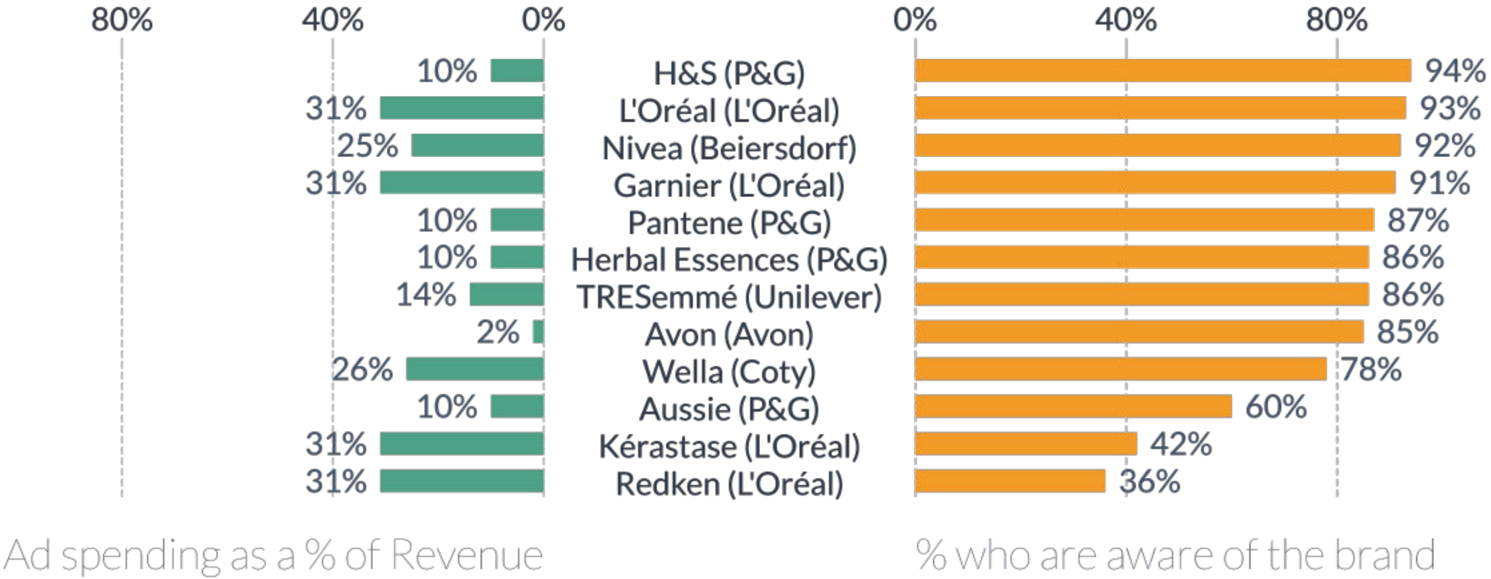
Most well-known hair care brands in the UK 2022



Source: Statista. (September 29, 2022). Leading hair care brands ranked by brand awareness in the United Kingdom in 2022 [Graph]. In Statista.

Similar to US, high ad expenditure as a % of revenue does not directly translate to high brand awareness in UK

Impact of total company ad expenditure as a % of revenue on brand awareness in UK as of 2022



Source: (1) Beiersdorf. In Statista. ; (2) Estée Lauder. In Statista. ; (3) L'Oréal. In Statista. ; (4) Avon Products Inc.. In Statista. ; (5) Coty Inc.. In Statista. ; (6) Procter & Gamble Inc.. In Statista. ; (7) Unilever. In Statista.

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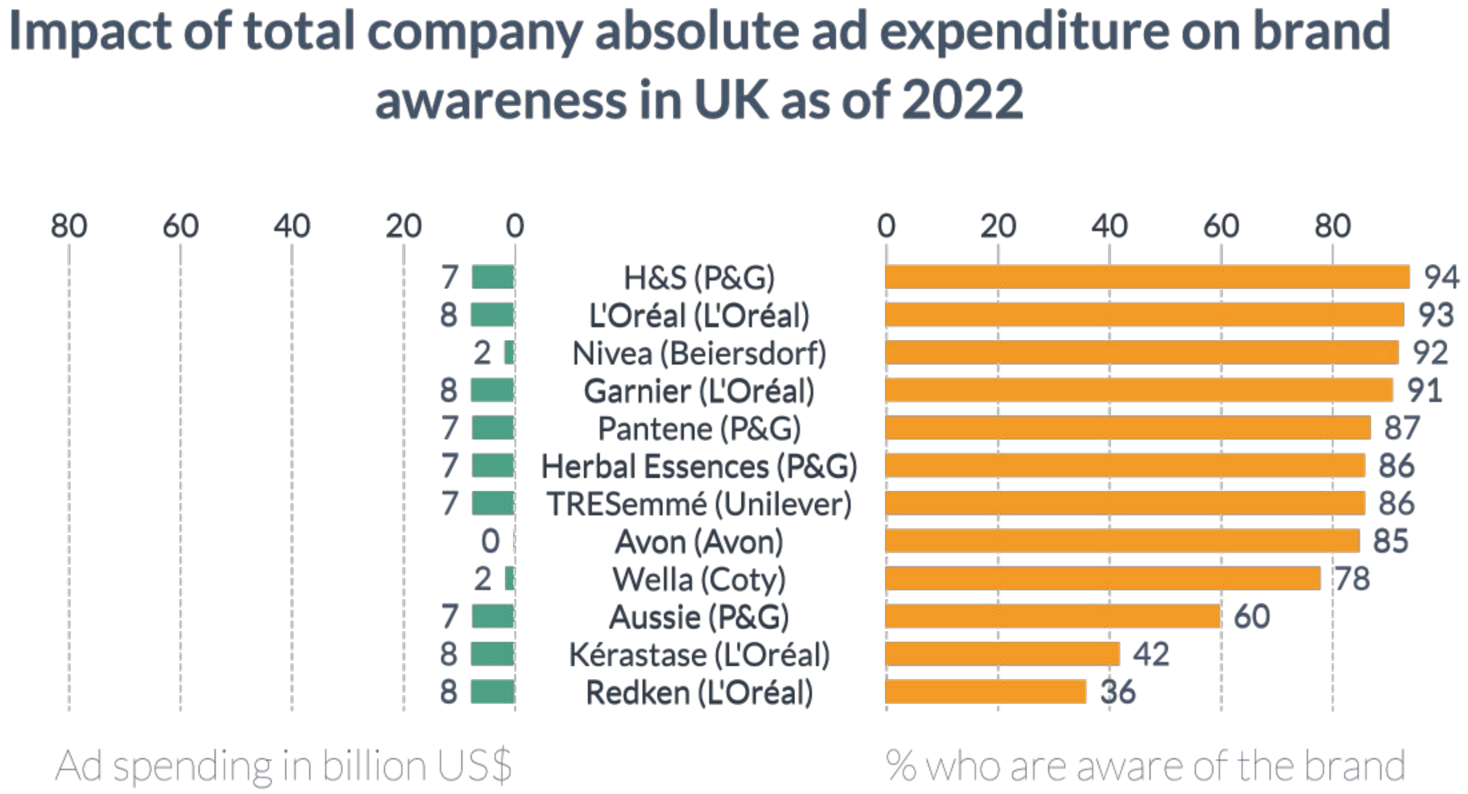
Similar to US, high absolute ad expenditure does not directly translate to high brand awareness in UK

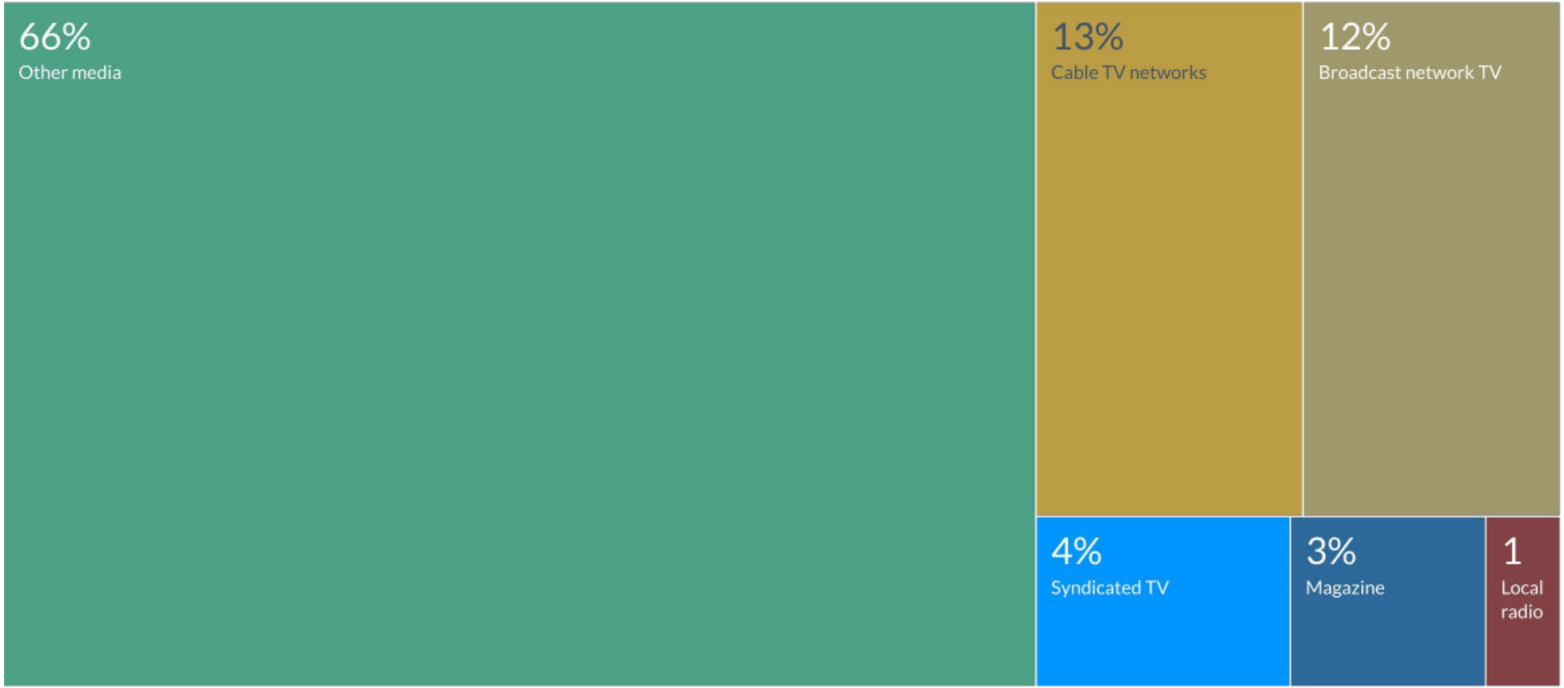


Source: (1) Beiersdorf. In Statista. ; (2) Estée Lauder. In Statista. ; (3) L'Oréal. In Statista. ; (4) Avon Products Inc.. In Statista. ; (5) Coty Inc.. In Statista. ; (6) Procter & Gamble Inc.. In Statista. ; (7) Unilever. In Statista.

INDARU

In US, P&G only spends 34% of advertising budget on traditional media

P&G ad spend in the U.S. in 2021

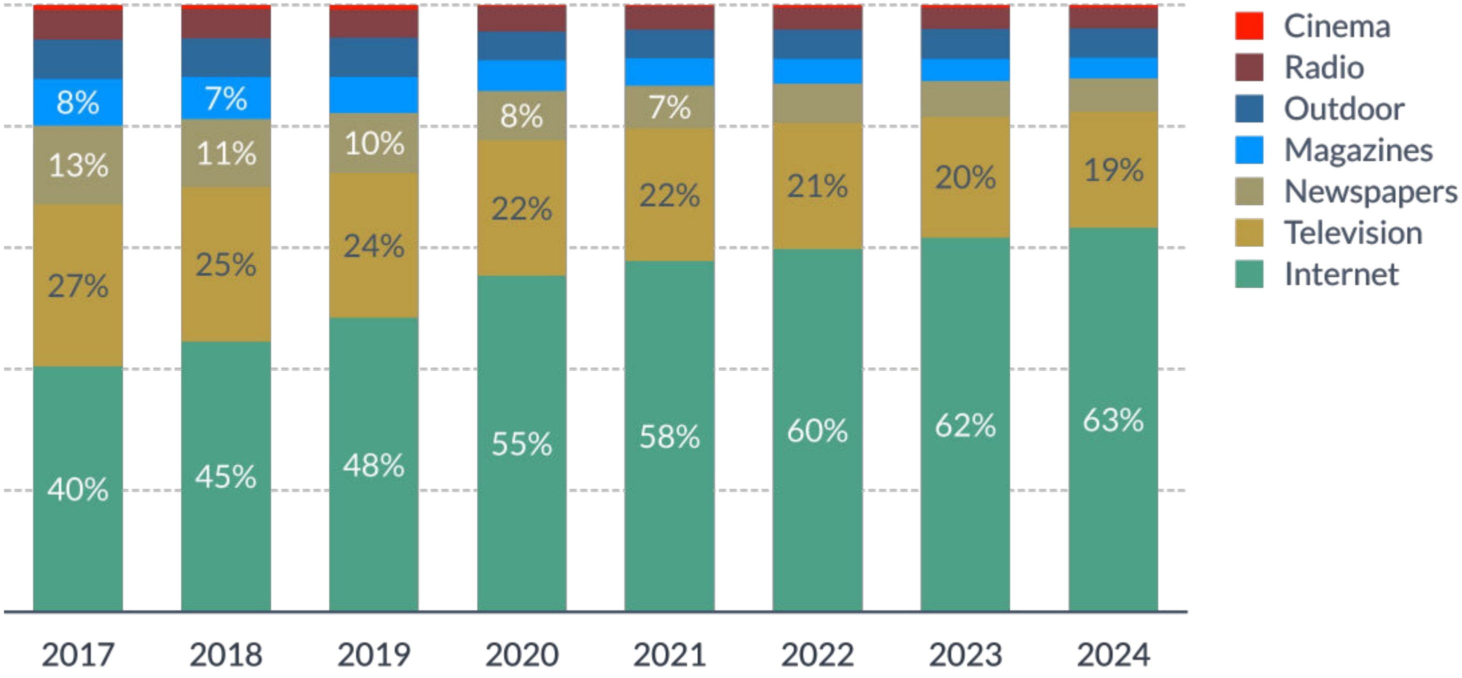


Source: (1) Beiersdorf. In Statista. ; (2) Estée Lauder. In Statista. ; (3) L'Oréal. In Statista. ; (4) Avon Products Inc.. In Statista. ; (5) Coty Inc.. In Statista. ; (6) Procter & Gamble Inc.. In Statista. ; (7) Unilever. In Statista.

INDARU

In Western Europe, internet has overtaken TV in terms of ad expenditure

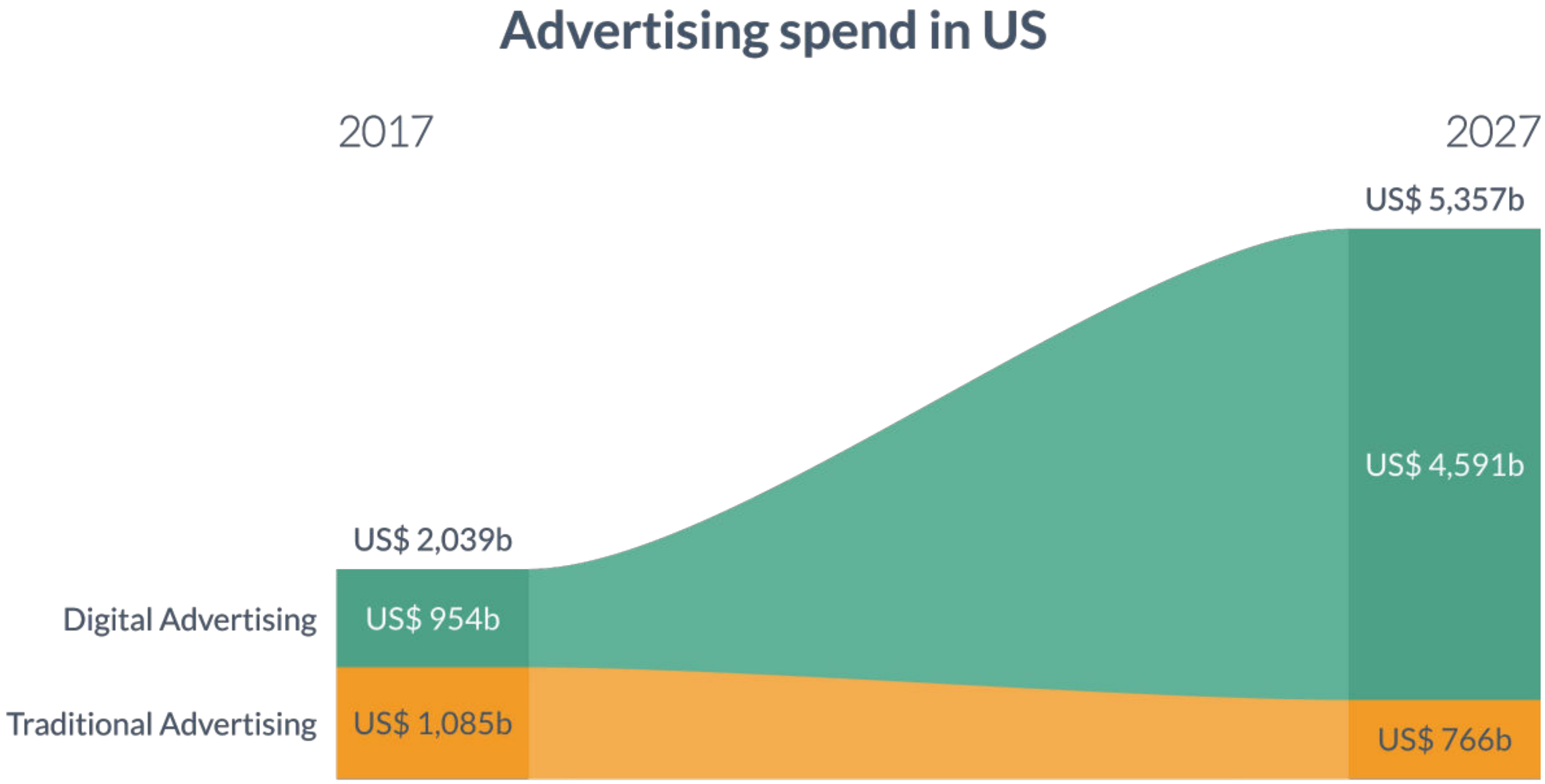
Share of advertising expenditure in Western Europe by segment



Source: Zenith. (June 8, 2022). Advertising expenditure in Western Europe from 2017 to 2024, by medium (in million U.S. dollars) [Graph].Statista

INDARU

In US, digital has overtaken traditional in terms of ad expenditure



Source: Advertising -United States. (n.d.). Statista

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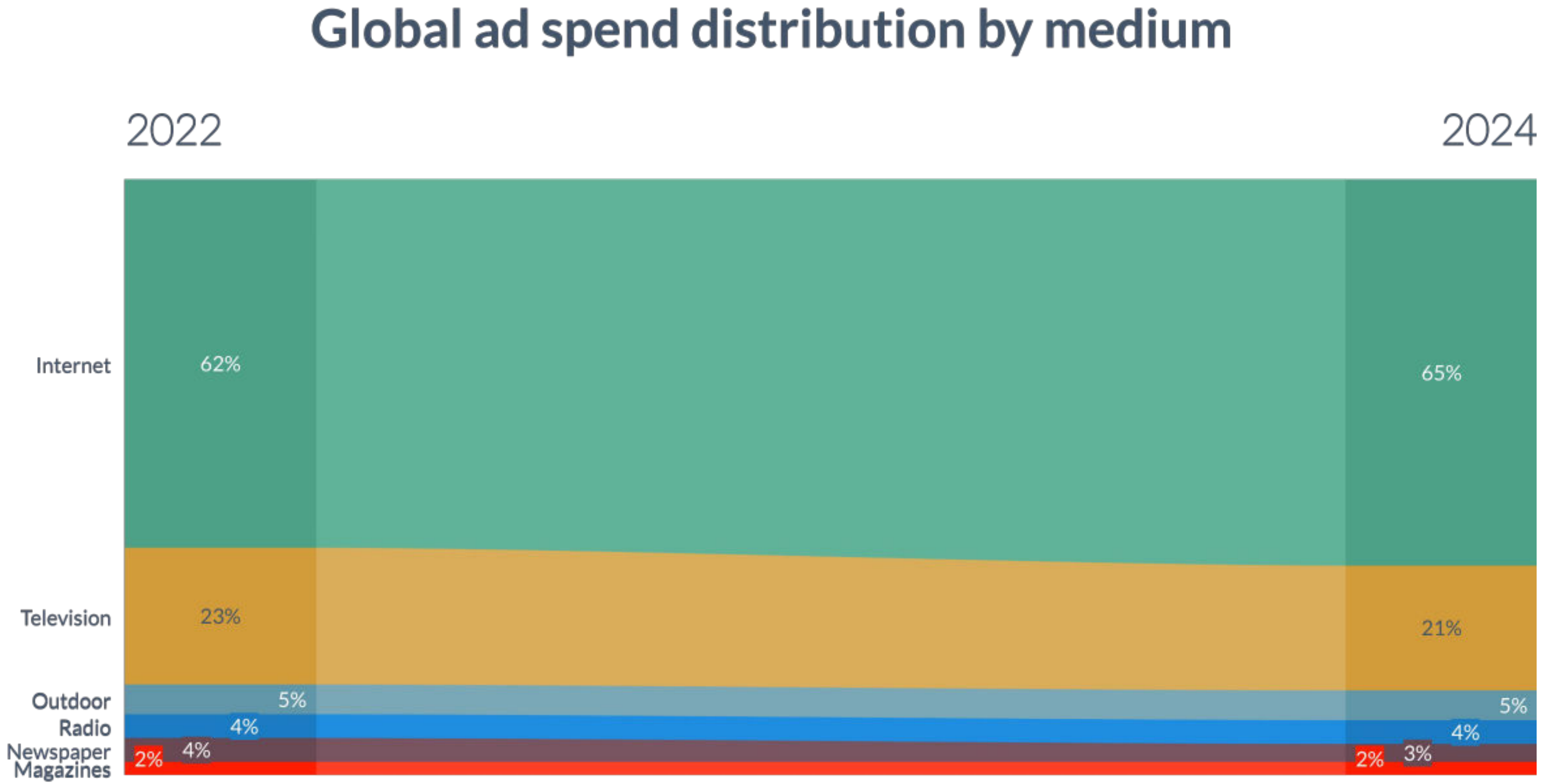
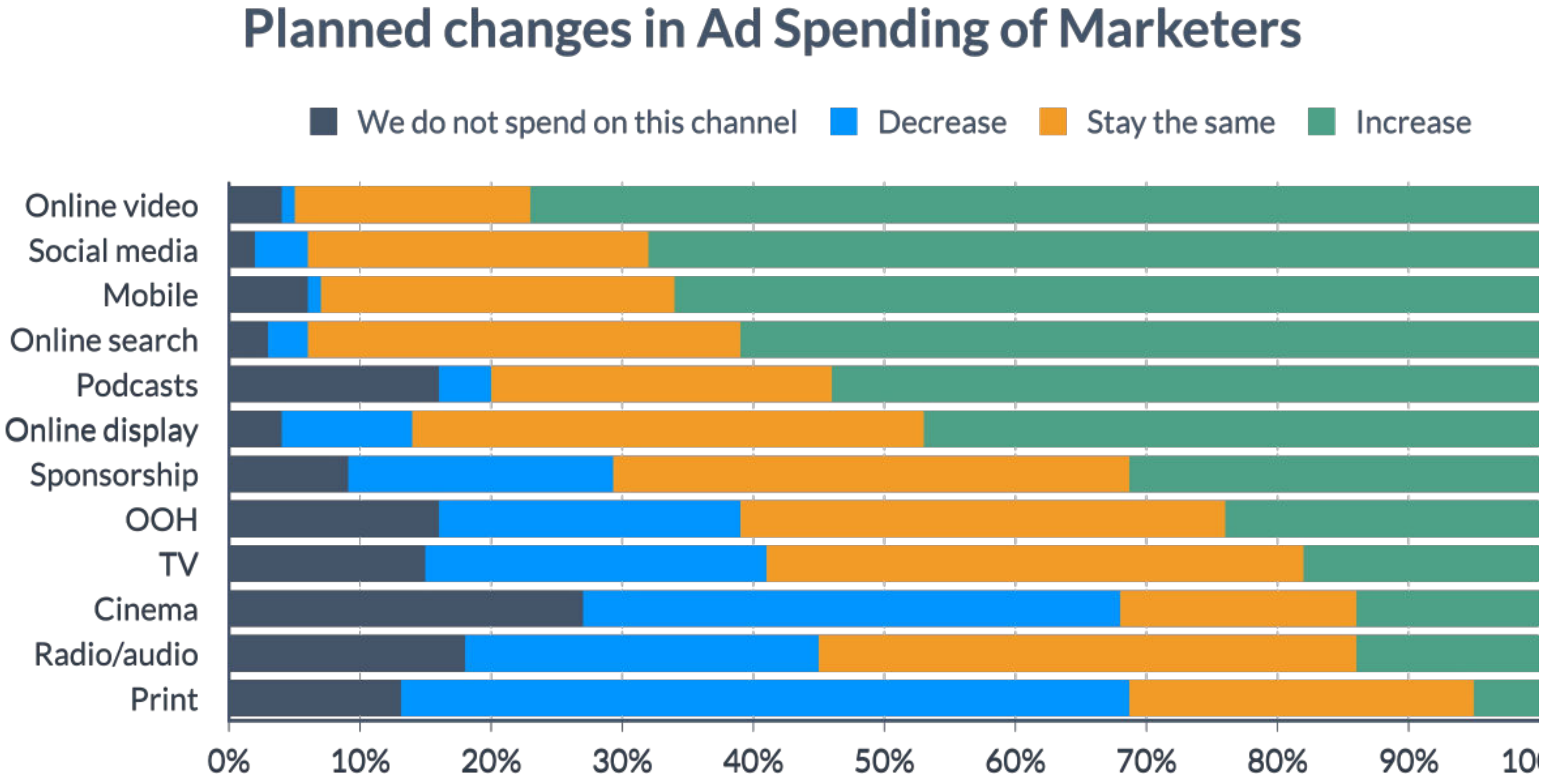
On average, all industries globally spend 62% on internet advertising and is expected to grow to 65%



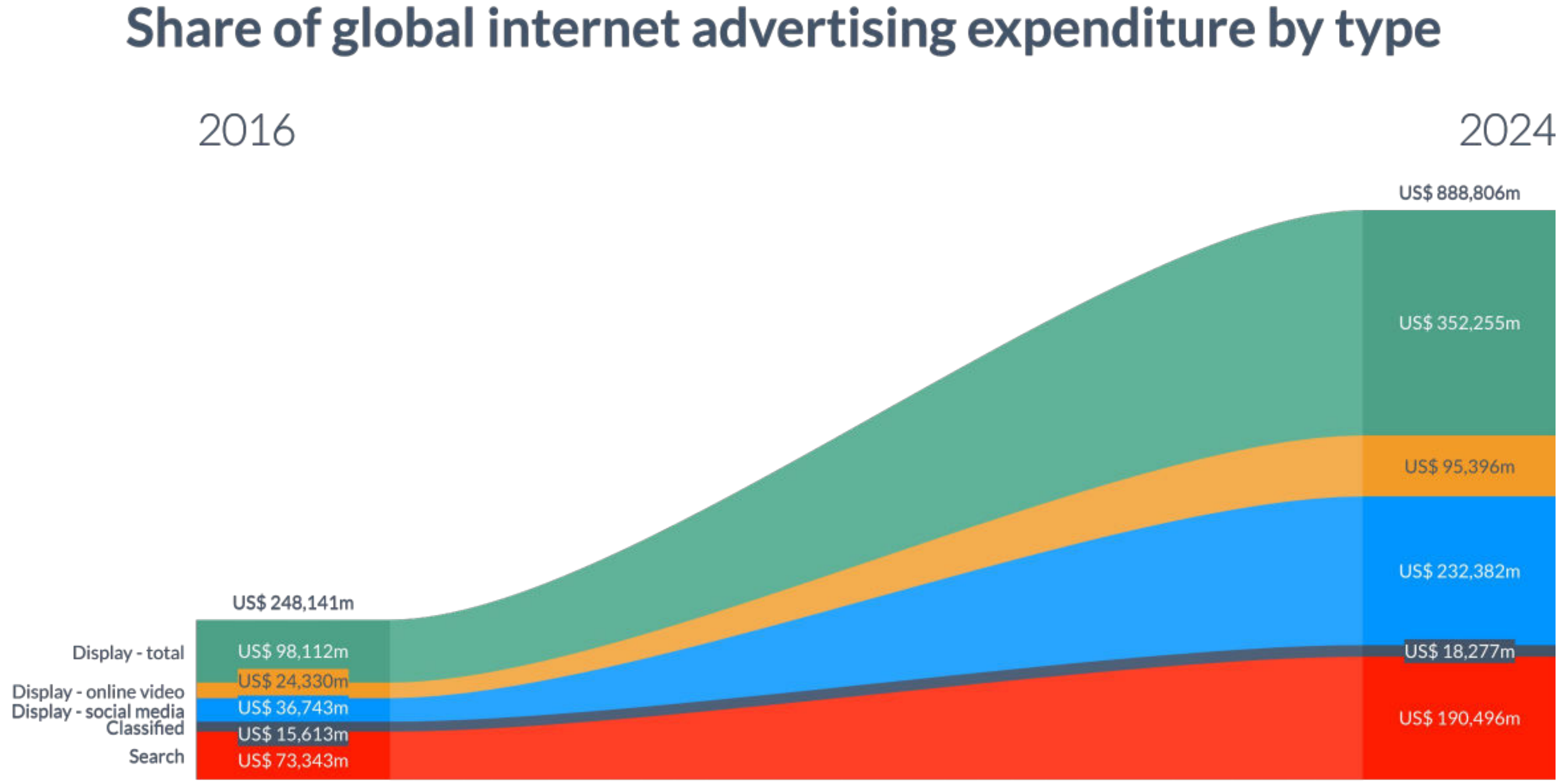
Source: Zenith. (June 8, 2022). Distribution of advertising spending worldwide in 2022 and 2024, by medium [Graph].Statista

In 2022, marketers worldwide increased spending on different internet mediums with sizeable decreases on traditional media



Source: Adobo Magazine. (December 3, 2021). Planned changes in media spending of marketers worldwide in 2022, by medium [Graph].Statista

Display has become the biggest spend on the internet. In fact, social media displays alone has overtaken search



Source: Zenith. (June 8, 2022). Internet advertising spending worldwide from 2007 to 2024, by format (in million U.S. dollars) [Graph].Statista

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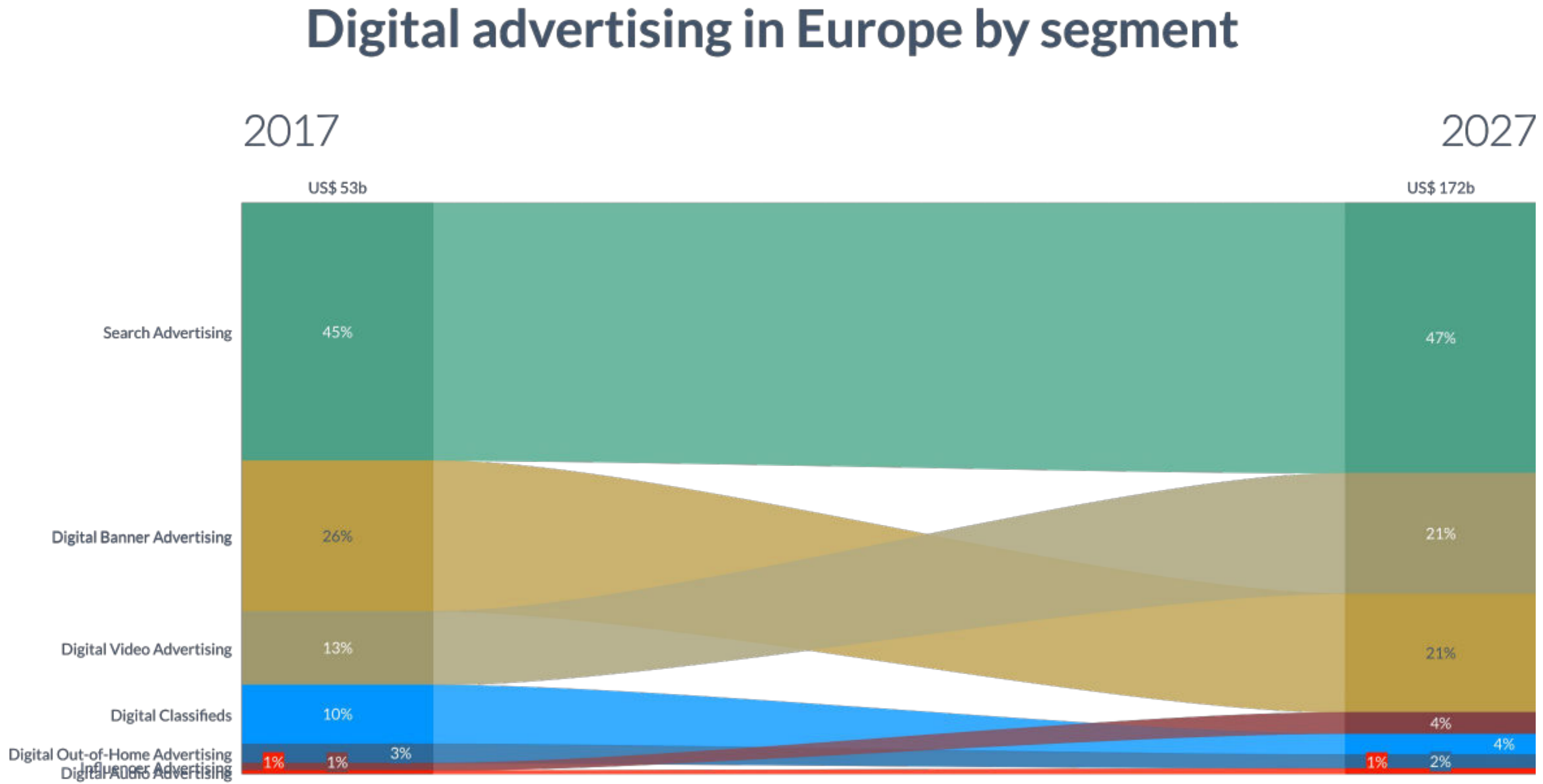
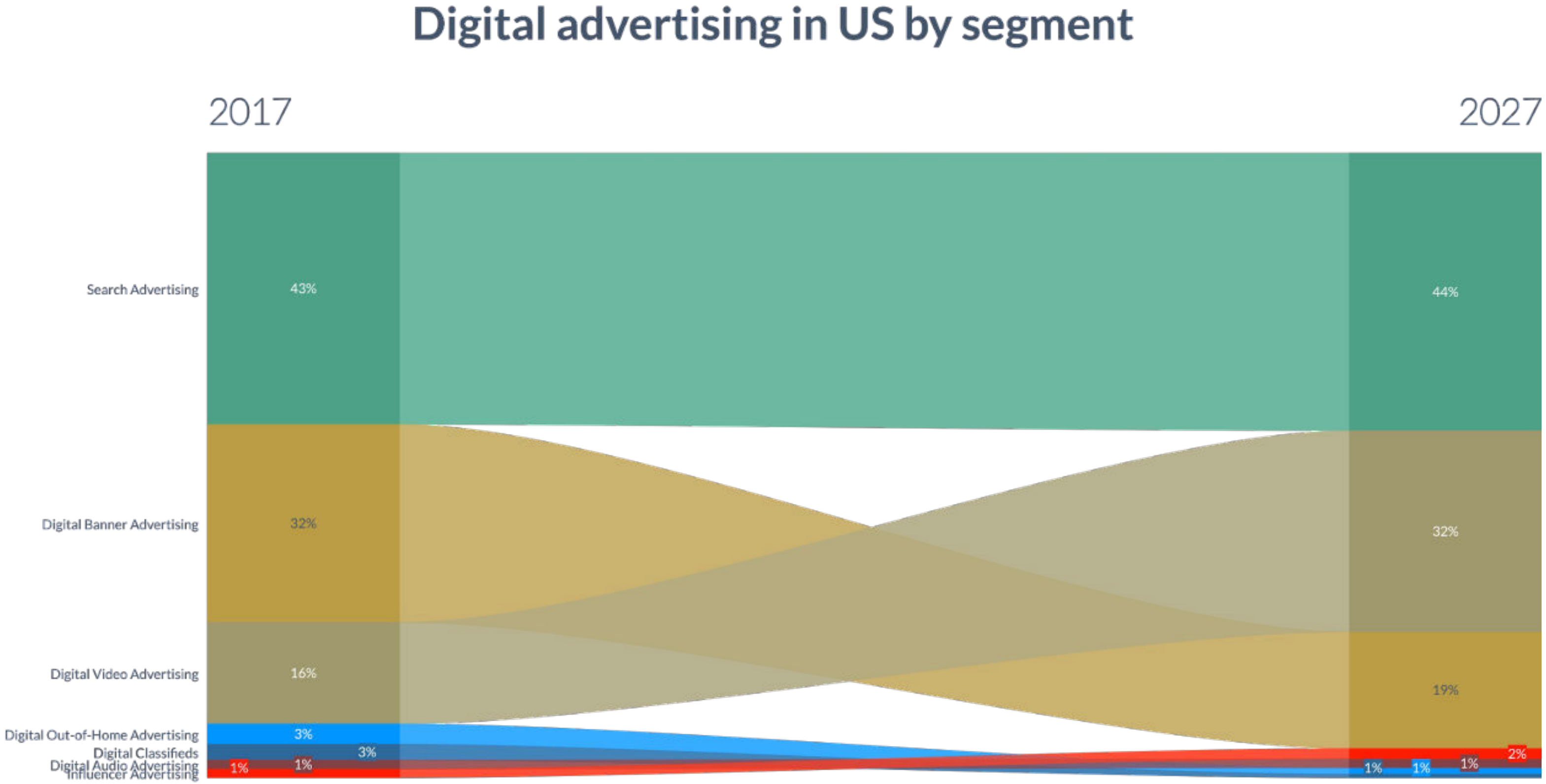
In Europe, search will remain to be the biggest segment but banner and video advertising will become more popular



Source: Advertising -Europe. (n.d.). Statista

In US, search will also be the biggest segment but banner and especially video advertising will become more popular

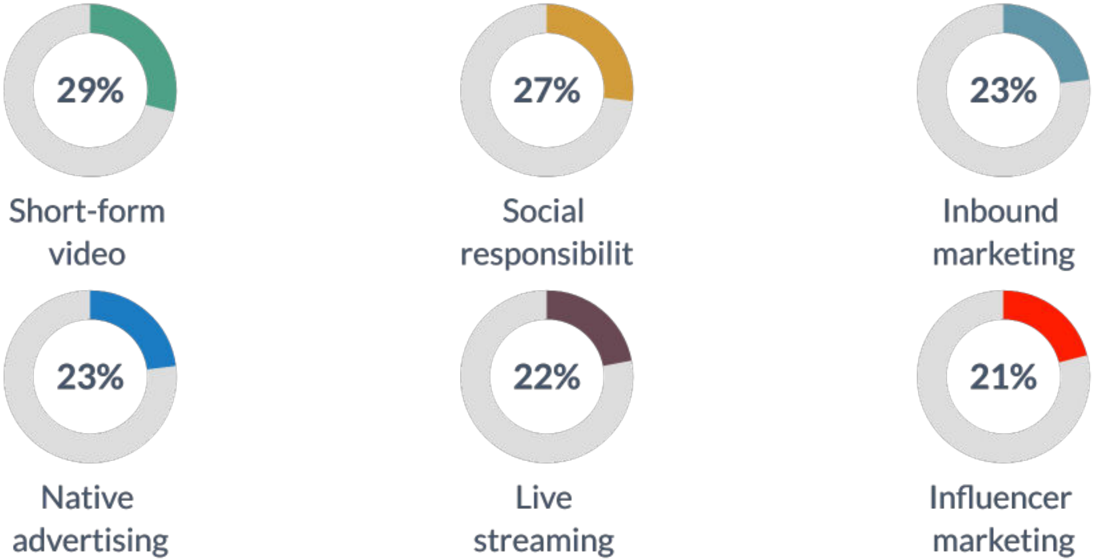


Source: Advertising -United States. (n.d.). Statista

INDARU

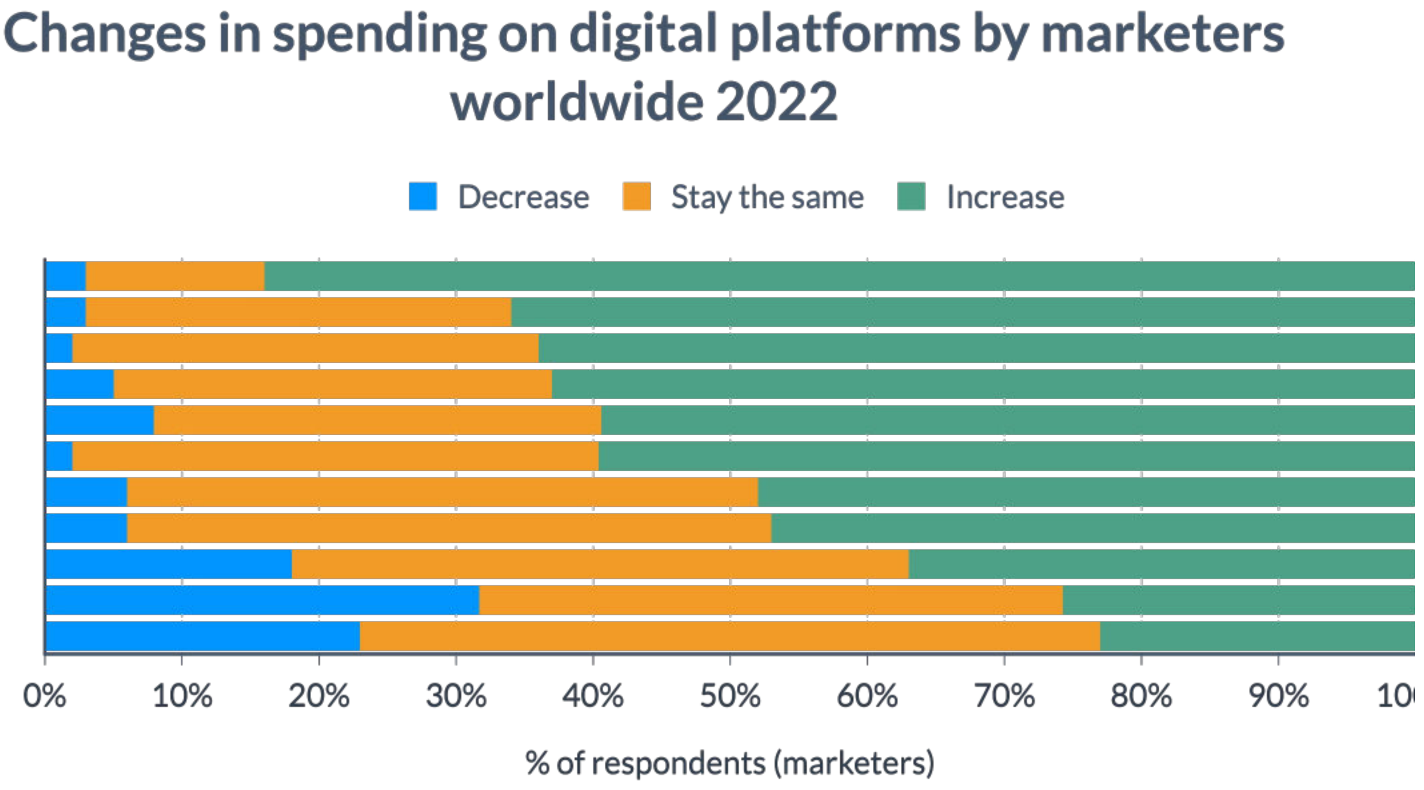
Marketers worldwide continue to experiment with online advertising to remain competitive

% of marketers who plan to leverage top trends for first time in 2022



Source: HubSpot. (November 23, 2021). Leading trends marketers worldwide plan to leverage for the first time in 2022 [Graph].Statista

3 out of 4 marketers plan to invest on TikTok while more than half will spend more on other big platforms



Source: MarketingCharts. (January 19, 2022). Planned changes in spending on digital platforms according to marketers worldwide in 2022 [Graph].Statista

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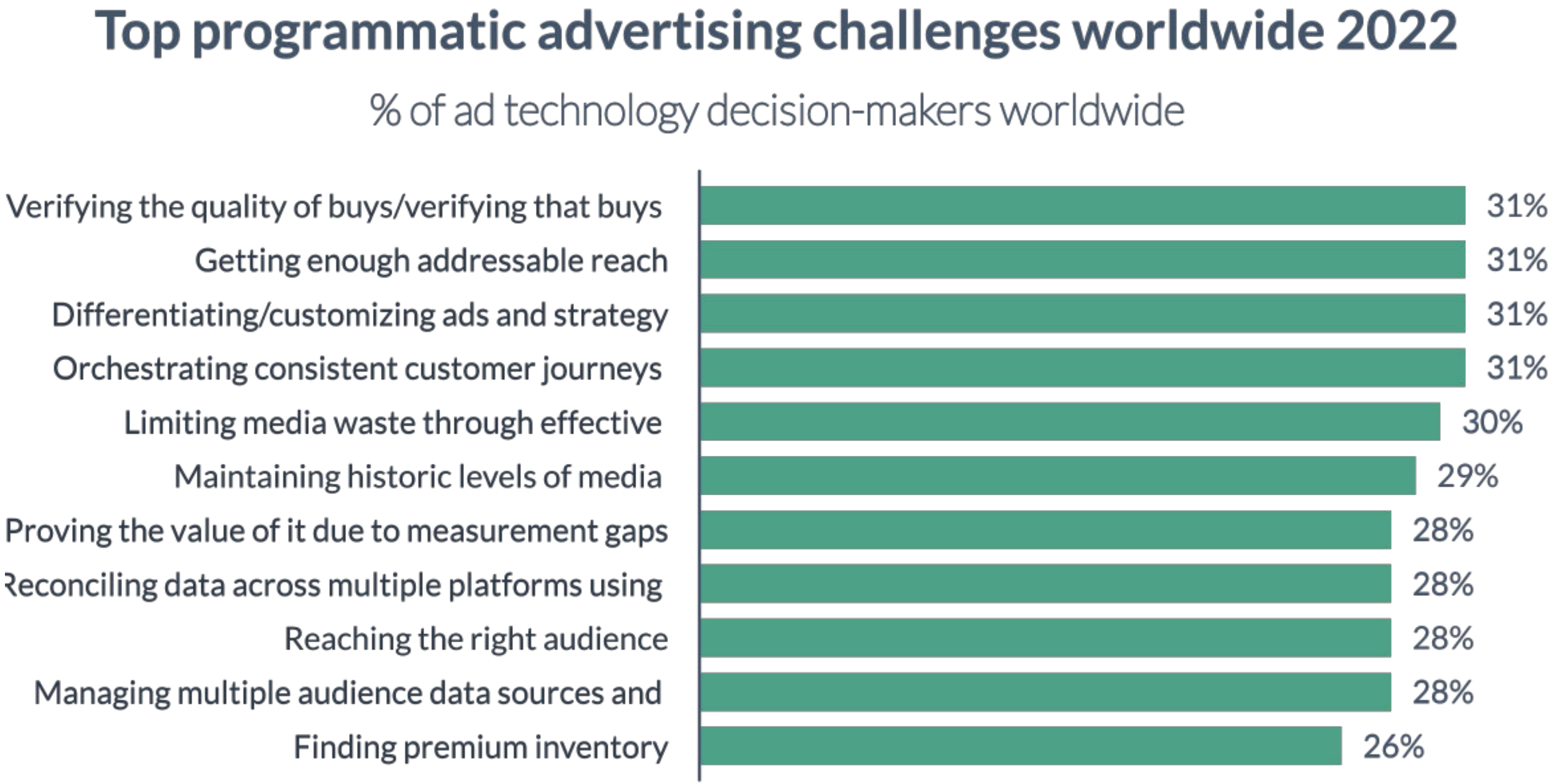
As businesses migrate towards the internet, online advertising has become more competitive and complex



Source: Forrester Research. (June 14, 2022). Leading programmatic advertising challenges according to ad technology investment decision-makers worldwide in 2022 [Graph].Statista

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Use of data to improve marketing comes with other challenges

Challenges when using data in digital advertising

% of marketers worldwide 2021

Source: Forrester Research. (February 15, 2022). Challenges faced by marketers when using data in digital advertising worldwide as of November 2021 [Graph].Statista

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CONSUMER OVERVIEW

Consumer overview highlights

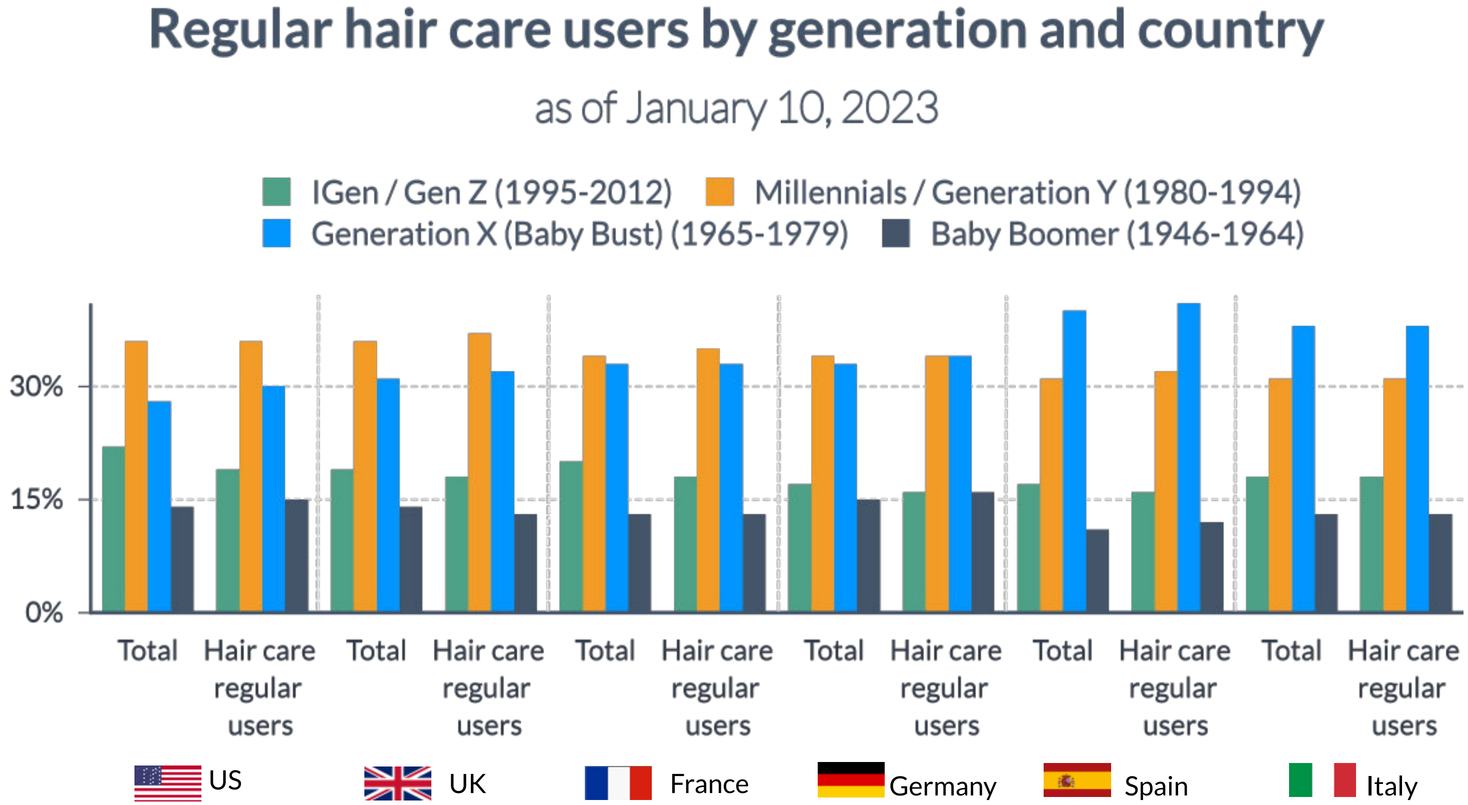
Hair care product usage is ubiquitous thus the **distribution of users across generations match the distribution of the total population of each country**. Since majority of world population right now are **Millennials ('80-'94) or Gen X ('65-'79)**, majority of hair care consumers are from the above mentioned generations. When crafting specific country strategies, **accounting for the differences across countries is important**. For example, southern Europe lean towards Gen X since countries such as Spain and Italy have an **ageing population.**

The **top criteria** when purchasing hair care products is **quality**. This is true across US and top countries in Europe. However, there are **subtle differences in the other important criteria** for each of the countries. Adjusting for these differences will be important for a more effective campaign.

Majority of regular hair care users are women which might seem unsurprising at first but men's hair, thought on average less in volume, still needs a similar regularity in washing and care. **Influencing men to use hair care more regular is an opportunity**. On the bright side, majority of decision-makers when purchasing consumer goods are **women and can be the key influencer to convert men** to a more regular hair care routine. After all, the way to a man's heart is through his better half.

Apart from caring for their hair, **hair care consumers are very interested in clothes** from shirts and dresses down to accessories and shoes. **Targeting these consumers while they are researching or shopping for fashion** is an opportunity. Another behavior that stands out is that **majority of offline shoppers shop in supermarkets.** Partnering with supermarkets in advertisements or **retargeting their users can be an opportunity.**

Regular users of hair care have no major difference in generational splits when compared to total population



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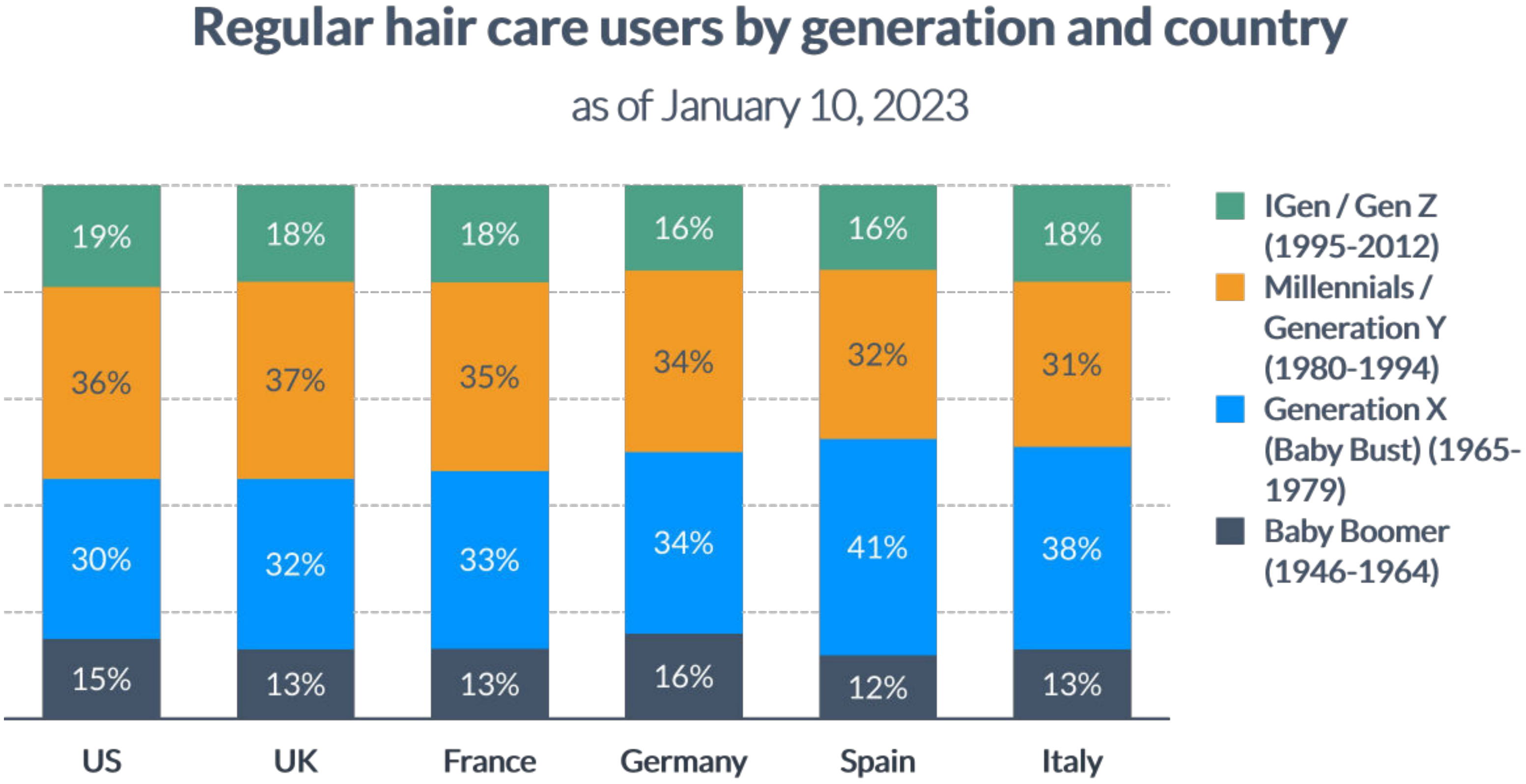
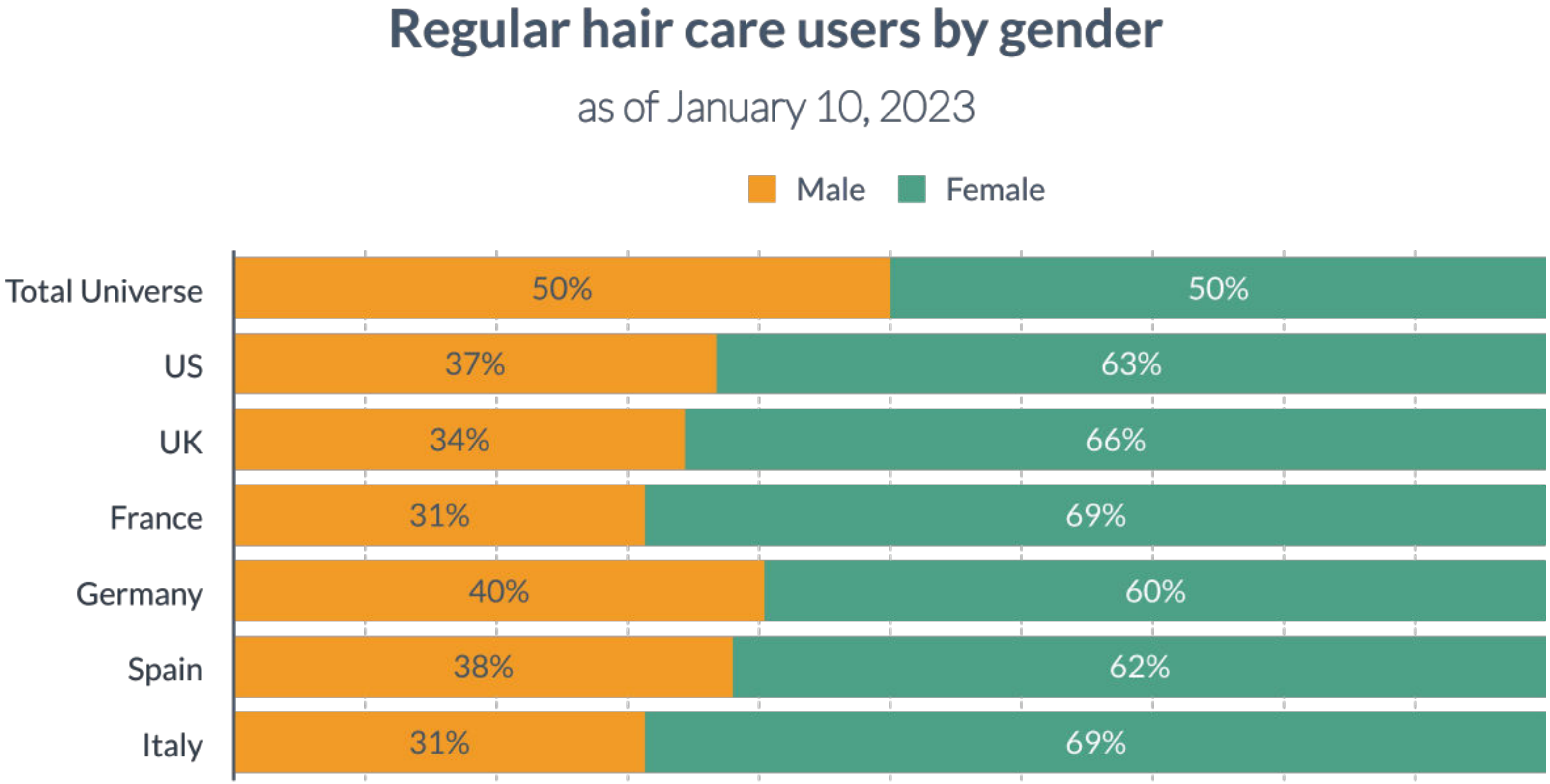
Source: Global Consumer Survey. (January 10, 2023). Statista.

Majority of regular users are Millennials or Gen X. Southern Europe (Spain & Italy) has an older population



Source: Global Consumer Survey. (January 10, 2023). Statista.

Majority of regular hair care users are female



Source: Global Consumer Survey. (September 30, 2022). Statista

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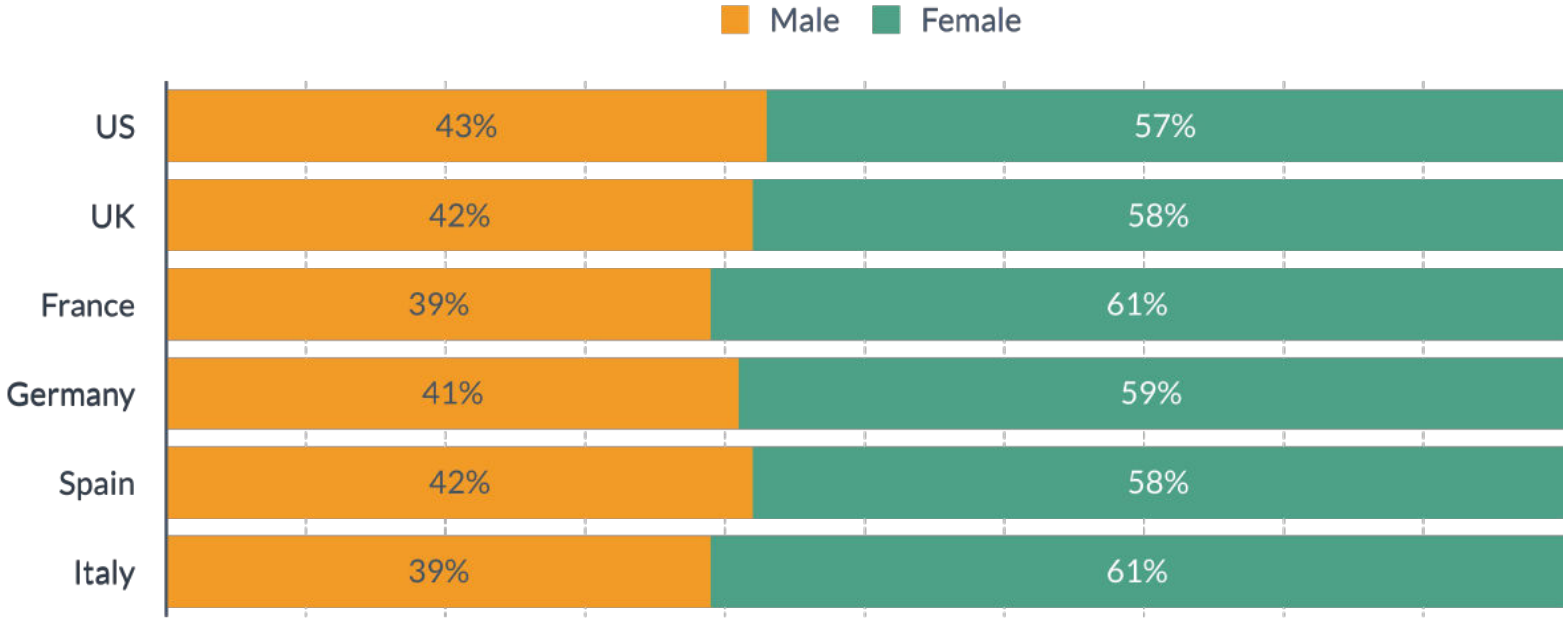
The decision-maker role for daily consumer goods is skewed towards females

Daily consumer goods purchase decision-maker by gender

as of January 10, 2023



Source: Global Consumer Survey. (September 30, 2022). Statista

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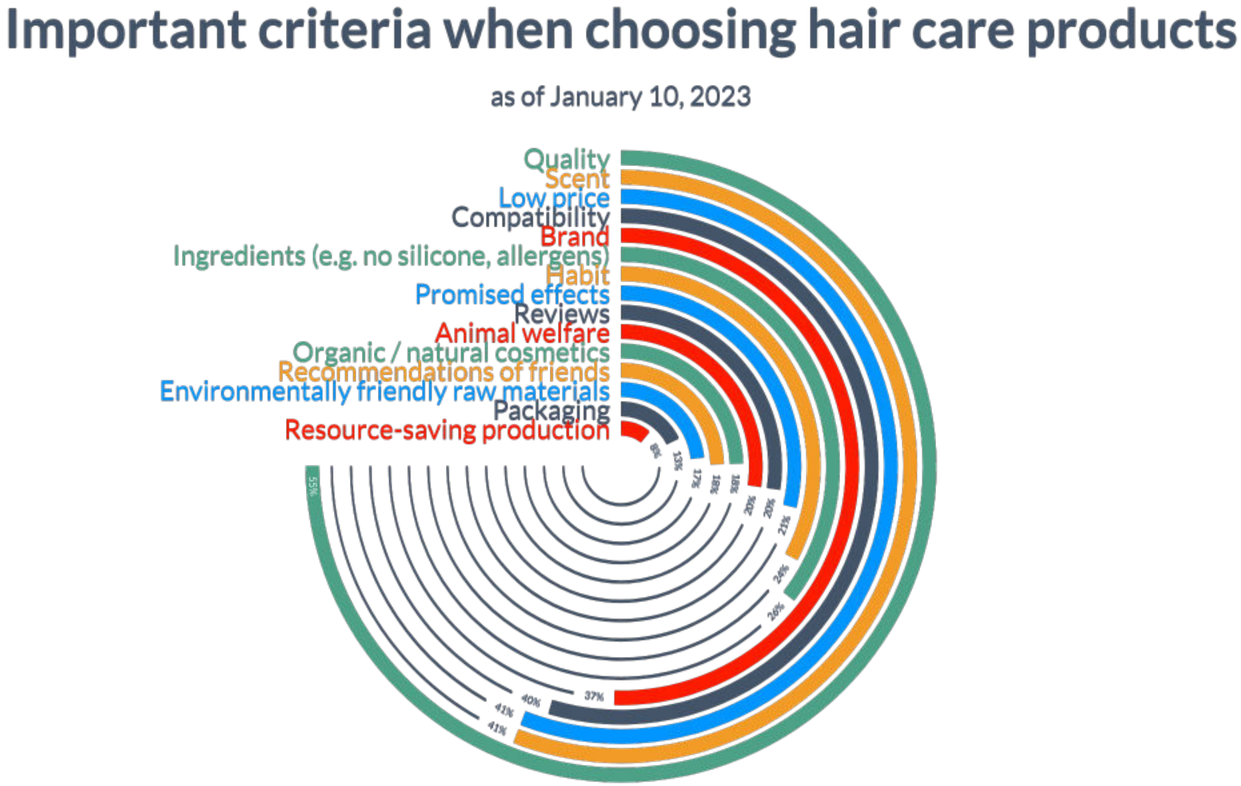
With US & top EU countries (UK, France, Germany, Spain, Italy), quality is the most important criteria for hair care products



Source: Global Consumer Survey. (September 30, 2022). Statista

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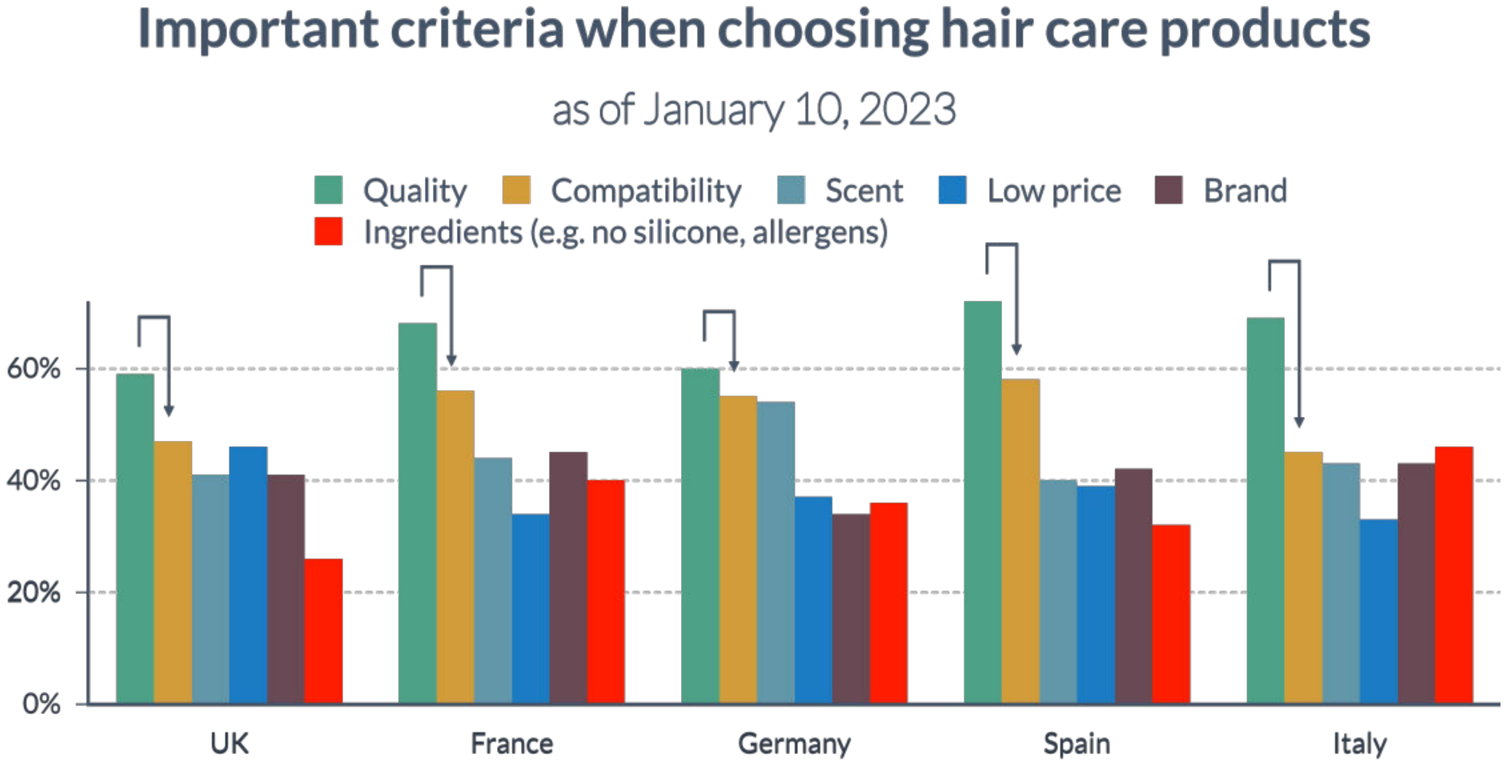
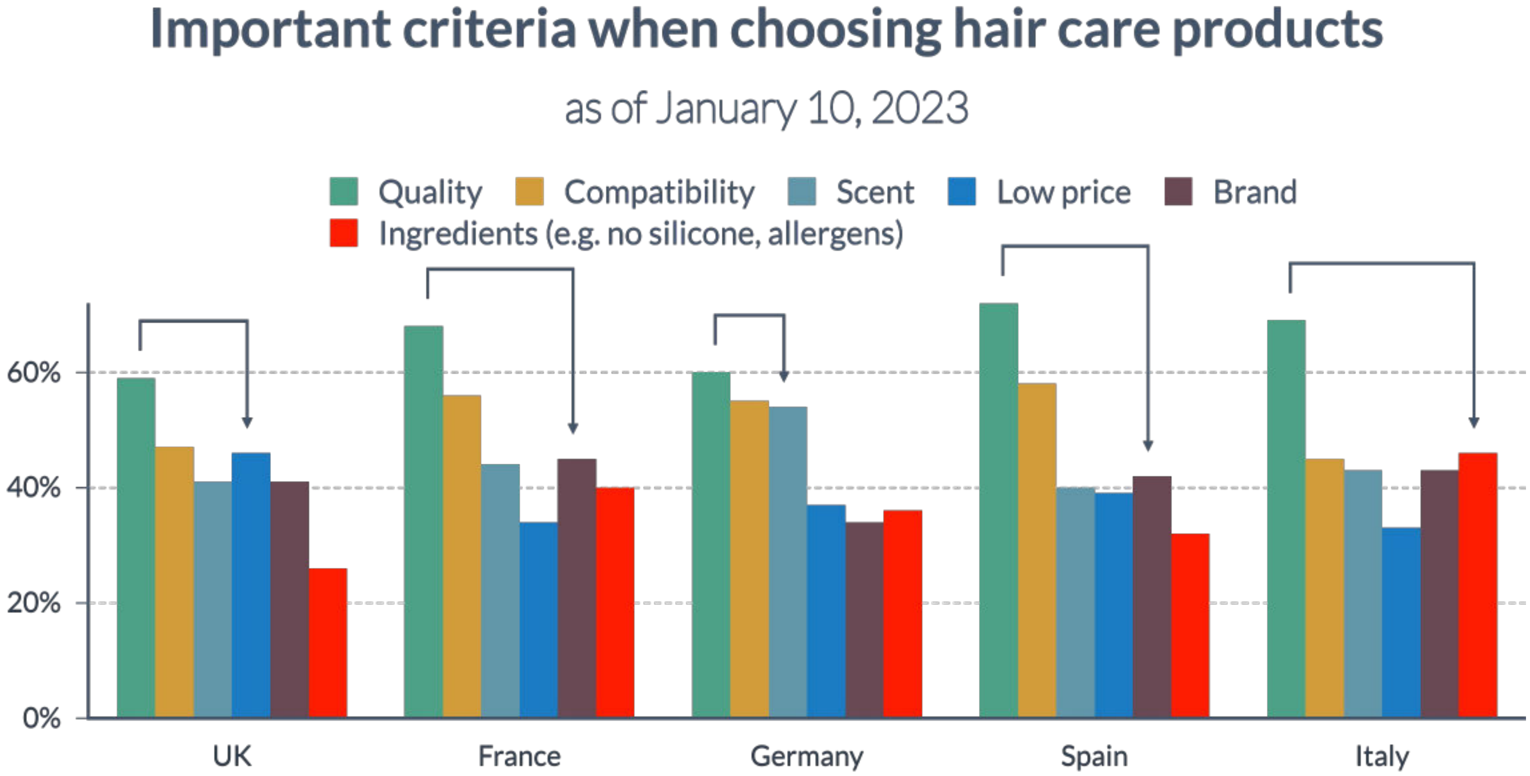
In top EU countries, compatibility with the consumer's hair is the 2nd most important criteria



Source: Global Consumer Survey. (September 30, 2022). Statista

The 3rd most important criteria differ per top EU country and range from scent, low price, brand, and ingredients



Source: Global Consumer Survey. (September 30, 2022). Statista

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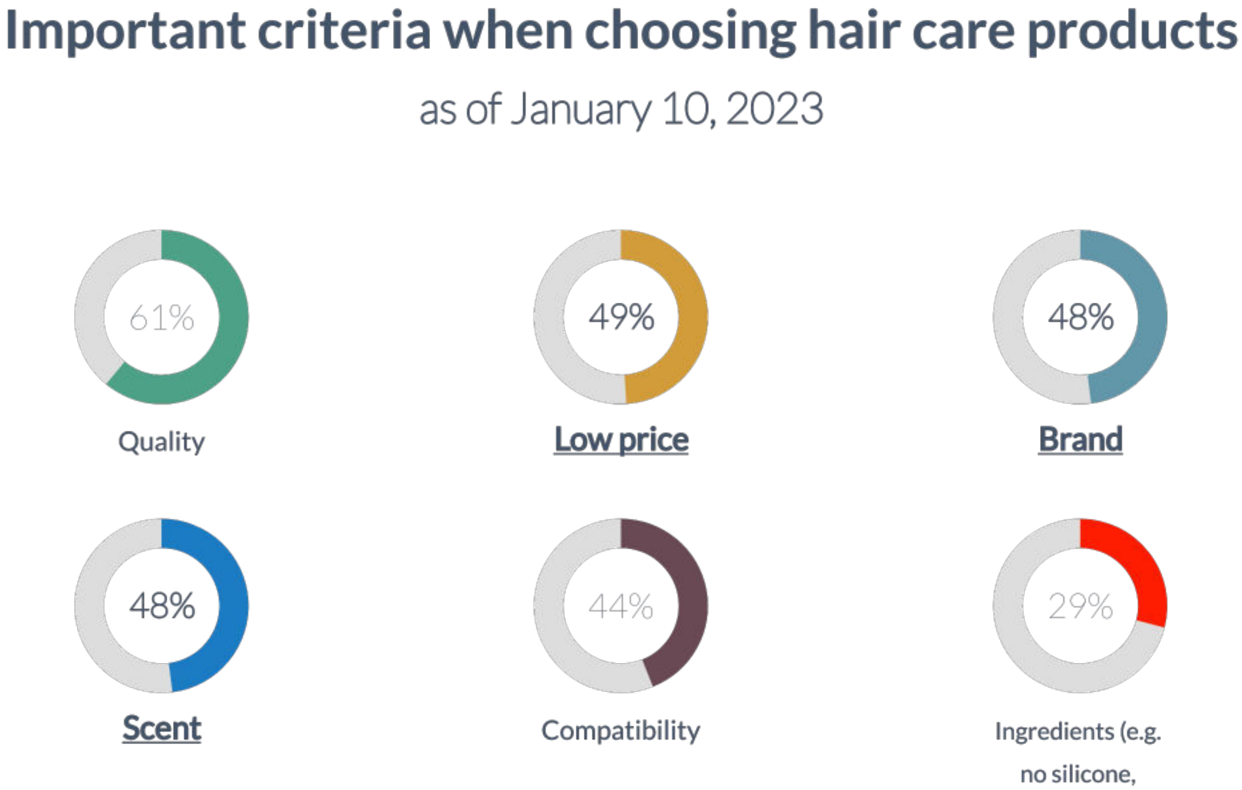
In the US, brands need to maintain affordability even after delivering on quality, brand, and scent



Source: Global Consumer Survey. (September 30, 2022). Statista

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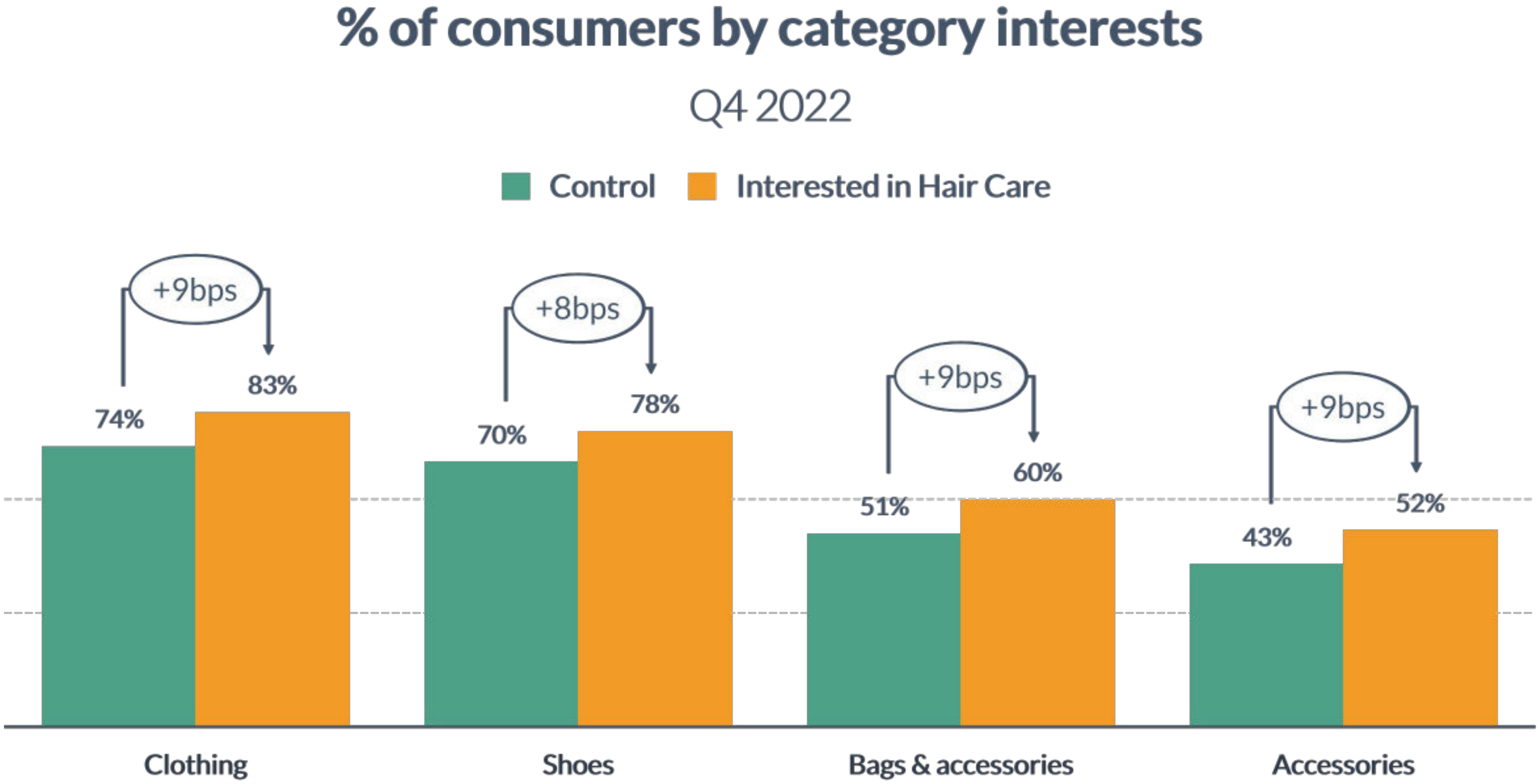
Majority of those interested with hair care products are also interested in shopping for fashion products



Source: Global Consumer Survey. (September 30, 2022). Statista

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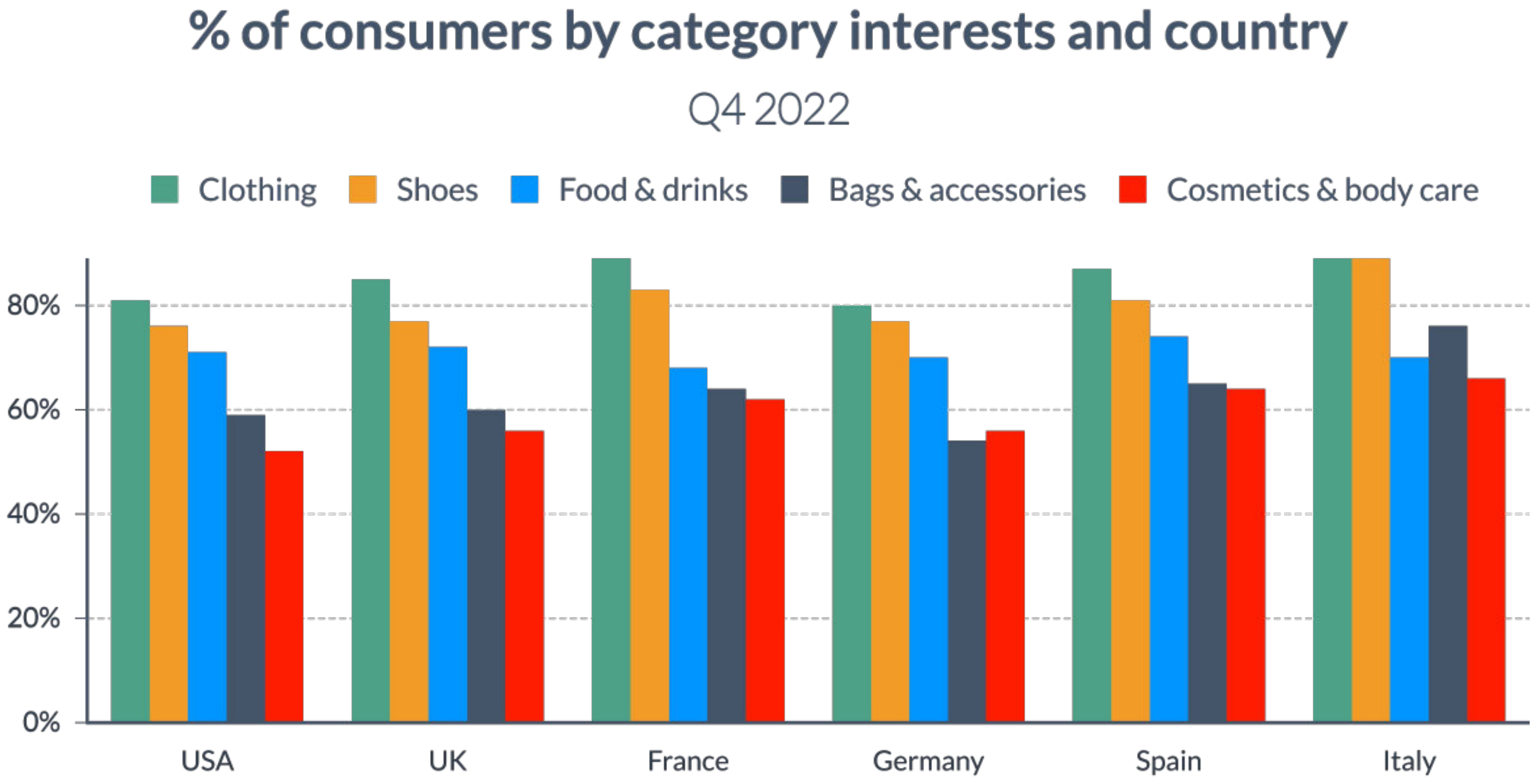
The higher interest in fashion products can be observed across top countries in North America and Europe



Source: Global Consumer Survey. (September 30, 2022). Statista

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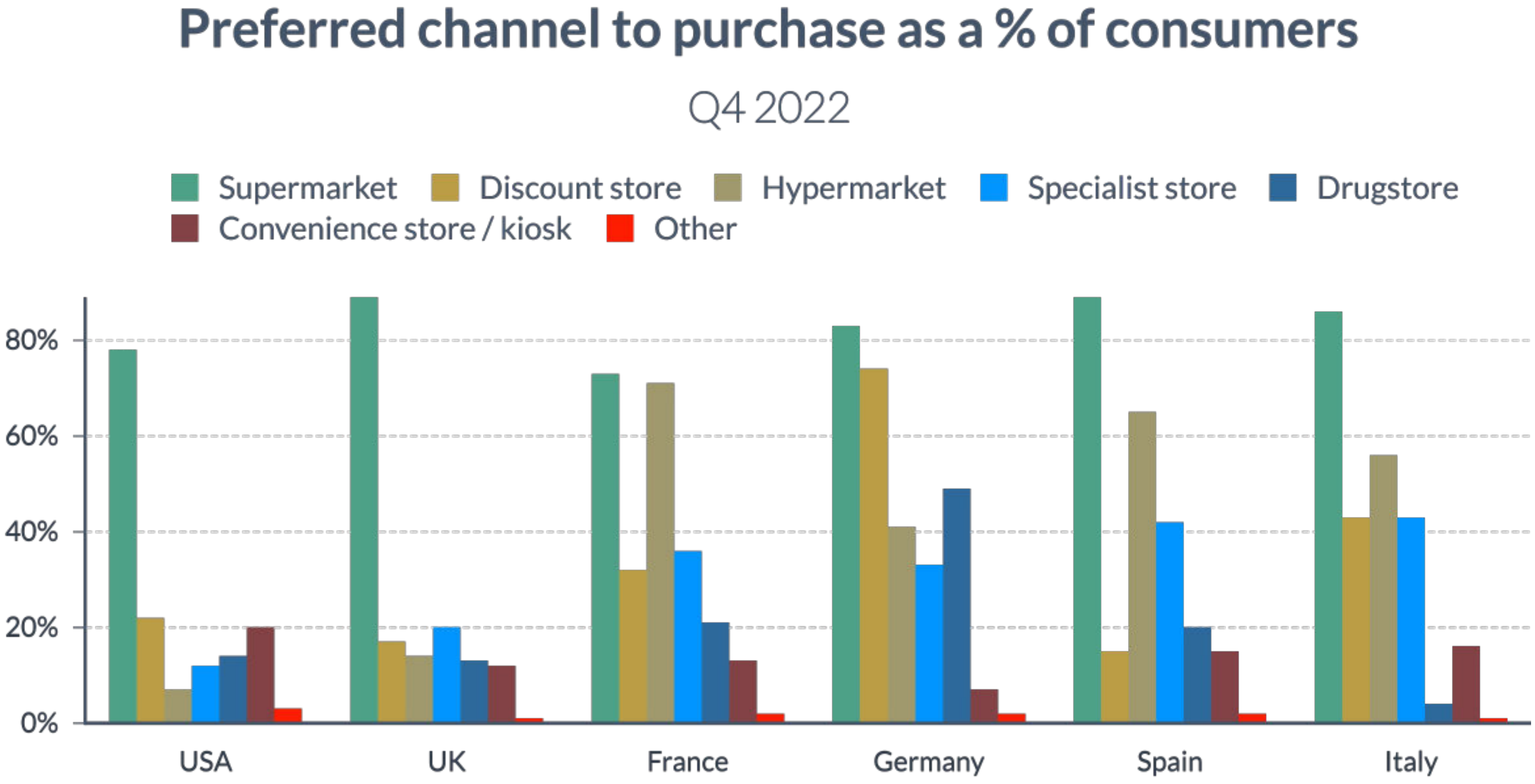
Supermarkets are #1 offline channel. In Germany, a close #2 are discount stores while in France, Spain, & Italy are hypermarkets



Source: Global Consumer Survey. (September 30, 2022). Statista

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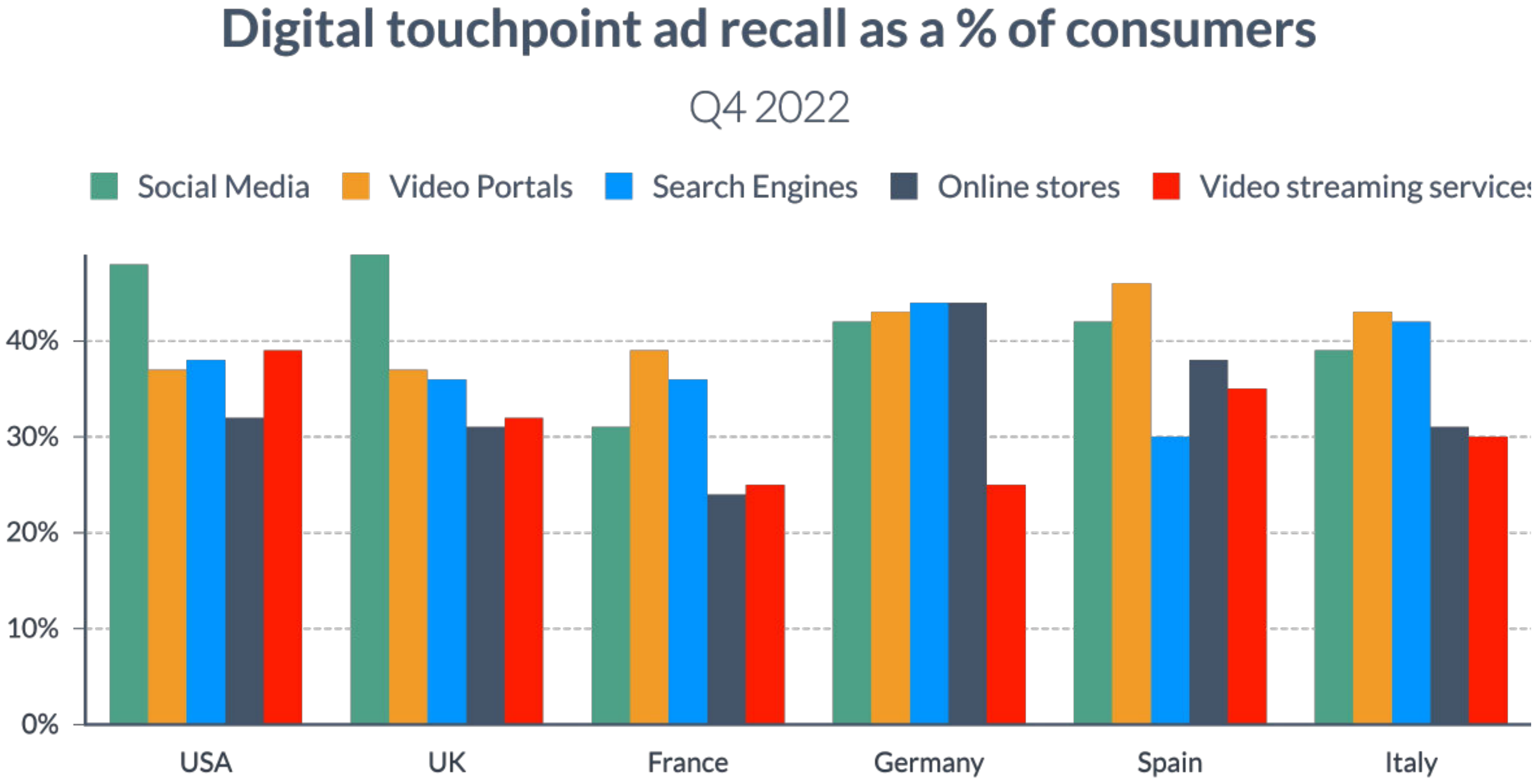
In US and UK, social media is #1 for digital ad recall but in other top EU countries, either video portals or search engines are #1



Source: Global Consumer Survey. (September 30, 2022). Statista

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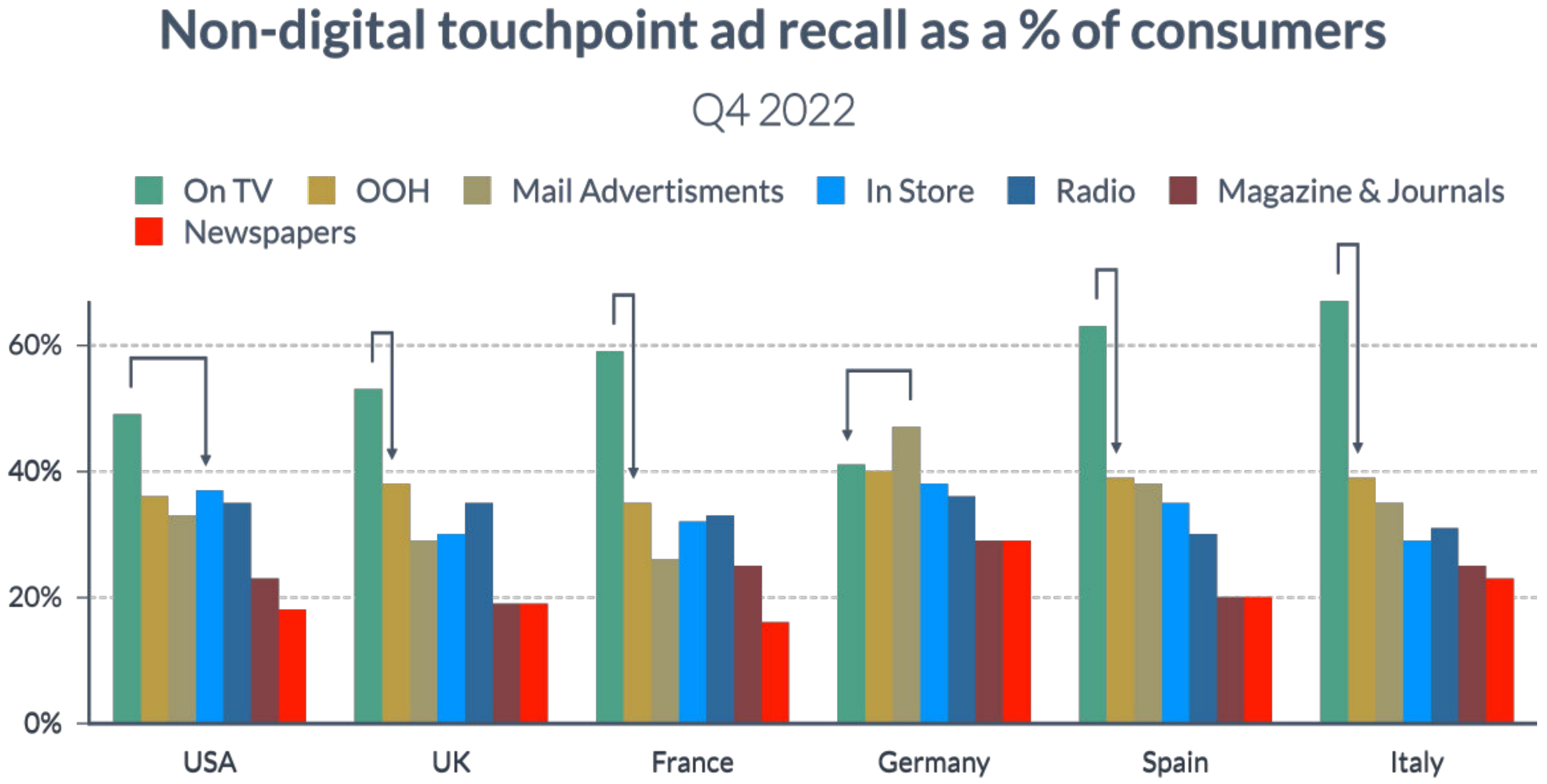
TV is #1 across USA and top countries in Europe except for Germany where mail advertisements are #1



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Source: Global Consumer Survey. (September 30, 2022). Statista

THANK YOU

hello@indaru.com