BEAUTY PATTERNS

A large-scale primary research solution to help you understand consumers' holistic approach to beauty routines over time.

Contact us to learn more!

What's in it for you?

- Consumers' beauty routines both in and out of home
- Key differences across consumer segments
- The intersection of behaviors across major beauty categories
- Product usage and the role of beauty devices and hair appliances
- The evolution of consumers' changes in beauty routines
- Robust consumer analytics without investing in costly custom studies



SCOPE

Women and men from the United
States aged 14 to 74

Hair care, skin care, makeup, and fine fragrances

APPROACH

Thousands of respondents

Multiple fielding waves per year

Qualitative and quantitative research

OUTPUT

Annual and mid-year expert analysis

Survey results in an interactive platform with built in cross-tab capabilities