



Beauty Survey 2020: Key Insights

October 2020

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Overview of Euromonitor's Beauty Survey

Euromonitor's Beauty Survey uncovers insights about today's consumers

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SYSTEM OVERVIEW

Unique features of Euromonitor's Beauty Survey

Extensive coverage of beauty routines and purchases across 40 products

Detailed questions covering each step in the path to purchase

Questions exploring how consumers perceive 700+ beauty brands

Who we surveyed and what we asked

Country coverage: 20 markets surveyed

New in 2020: expanded questions related to everyday hygiene

Range of research applications

ABOUT OUR RESEARCH

Beauty Survey is one of Euromonitor's annual consumer tracking surveys

Information about Euromonitor's syndicated survey methods

Beauty Survey: FAQs

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-survey-2020-key-insights/report.