

Understanding the make-up shopping journey of today's connected consumer in France

Here at Facebook IQ, we use our data and insights to help marketers understand their customers' path to purchase. In this study, we find out how beauty consumers discover, evaluate and purchase new make-up products.

Understanding the make-up consumer's* path to purchase

Discovery

How do consumers **find** new make-up products?

38%

discover new products online

18%

discover new products on mobile

36%

discover new products on the Facebook family of apps**

Evaluation

How do consumers **assess** new make-up products?

55%

asses new products in-store

25%

asses new products online

27%

asses new products via in-person conversations with family or friends

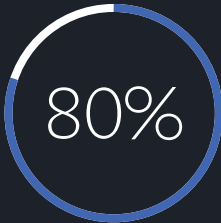


Purchase

How do consumers **purchase** new make-up products?



purchase new products online



purchase new products in-store

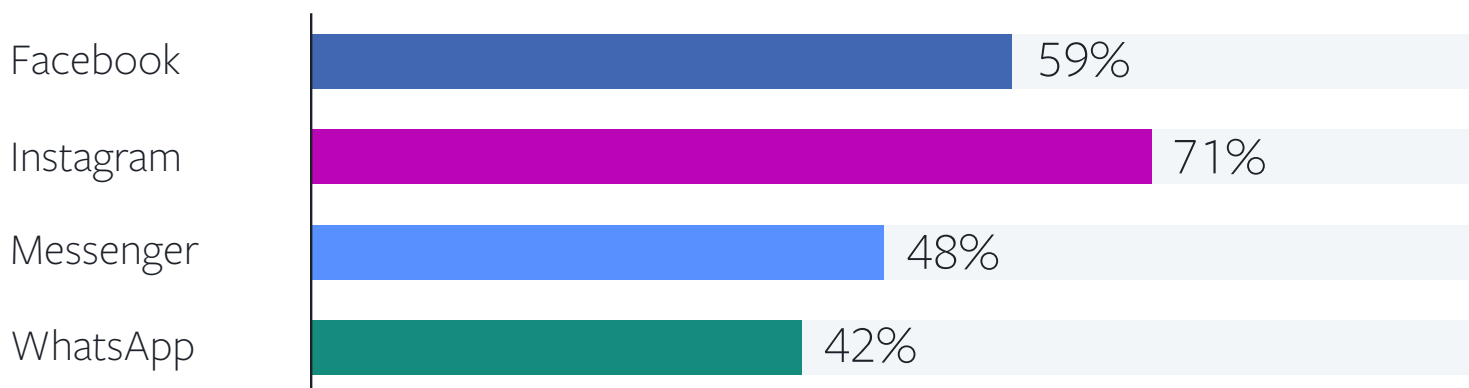


*Females who purchased color cosmetic products (e.g. make-up) in the last 3 months

**Facebook family of apps refers to Facebook, Facebook Messenger, Instagram and WhatsApp

What proportion of make-up shoppers use the Facebook family of apps for beauty related activities?

(Among weekly platform users)

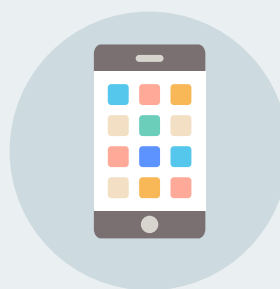


What else influences make-up shoppers along the journey?



37%

are likely to make a make-up purchase based on a social media post



51%

say they come across new make-up trends and beauty looks they'd like to try on the Facebook family of apps**

What it means for marketers



● **Make your marketing mobile-first.**

Younger consumers are shifting to mobile to discover, evaluate and purchase make-up products. Where possible, create immersive experiences in which shoppers can try on, shop for and share products. Many businesses are experimenting with virtual reality where people can apply make-up from home to see how it looks before purchasing.

● **Offer demos that are aspirational and practical.**

Inspire and educate people about new make-up trends, how to apply them as well as the products needed. People are constantly discovering new products via Facebook and Instagram, so create content that differentiates your brand, is compelling and speaks to the shoppers' needs.

● **Bring the in-store experience online.**

Help shoppers feel confident purchasing online. Offer easy messaging communication with brand experts to answer questions and provide personalized product recommendations based on skin concerns and complexions. Ensure there is enough product information, and that there are enough reviews and videos for shoppers.

Source

CPG/Beauty Consumer Journey Study by Accenture (Facebook-commissioned online study of 1,923 people ages 18+), France only data, June to July 2018. Data on make-up shoppers is based on 784 females who purchased color cosmetic products in the last 3 months.