

**For immediate release**

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**Minority of women buy health and beauty products online**

**Only 21% of women buy their health and beauty products online despite the growing popularity of internet shopping.**

Latest research by YouGov SixthSense has found that despite the growth of online shopping, the majority of British women still buy health and beauty products offline; just under a quarter of women (21%) buy online compared to 89% who buy in-store. Other outlets included: a salon (6%) and catalogues (6%) with just 3% purchasing health and beauty goods from shopping channels.

Research indicates that price is a major reason for women purchasing beauty products online, with 53% of women who shop online doing so because it is cheaper. Other reasons include: finding it 'less hassle' (36%) and shopping online to avoid being hassled by in-store sales staff (17%).

Our research also revealed that recommendations are a key influence on purchase of health and beauty products with just under half of women (46%) citing recommendations from friends and just under a third (32%) from family.

Social Media, however, does not appear to have a large influence. Only 5% of women state that a brand's Facebook page influences their choice when thinking about purchasing a new beauty product. Commenting on the findings, James McCoy, YouGov SixthSense Research Director said, 'Despite the growing popularity of internet shopping, the majority of women still want to explore, access, and test products before they buy. Retailers on the high street do not need to be too concerned about the threat from online, however, peer recommendation can be a powerful tool if used in the right way, especially through social media sites, such as Facebook and Twitter.'

**-ENDS-**

**Notes to editors:**

Figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online.

YouGov SixthSense Beauty Customer Journey report. Total sample size was a nationally representative sample of 2,066 UK women aged 16+. Fieldwork was undertaken between the 20<sup>th</sup> and 22<sup>nd</sup> February 2012.

[Click here to find out more about the Beauty Customer Journey report](#)

**Enquiries:**

Giovanna Clark, PR Executive

T: +44(0)20 7012 6069

E: [giovanna.clark@yougov.com](mailto:giovanna.clark@yougov.com)

**General YouGov enquiries:**

T: +44(0)20 7012 6000

E: [info@yougov.co.uk](mailto:info@yougov.co.uk)

W: [yougov.co.uk](http://yougov.co.uk)

**About SixthSense**

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. It offers a powerful type of consumer-driven market intelligence report and online information platform, designed to help businesses make better and quicker decisions.

Bespoke data is collected through YouGov's proprietary panel of over 350,000 UK consumers. Highly qualified analysts use this data to deliver insight, comment, opinion and advice on the latest market trends and conditions.

For further information, visit [yougovsixthsense.com](http://yougovsixthsense.com)

**About YouGov**

YouGov is an international, full service market research agency offering added value consultancy, qualitative research, field and tab services, syndicated products such as the daily brand perception tracker BrandIndex, fast turnaround omnibus and comprehensive market intelligence reports. YouGov's sector specialist teams serve financial, media, technology and telecoms, FMCG and public sector markets.

YouGov is considered a pioneer of online market research and has a panel of 2.5 million people worldwide, including over 350,000 people in the UK representing all ages, socio-economic groups and other demographic types.

As the most quoted market research agency in the UK, YouGov has a well-documented and published track record illustrating the accuracy of its survey methods.

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