

Reasons for trying to look good and time spent on personal grooming

Global GfK survey



January 2016

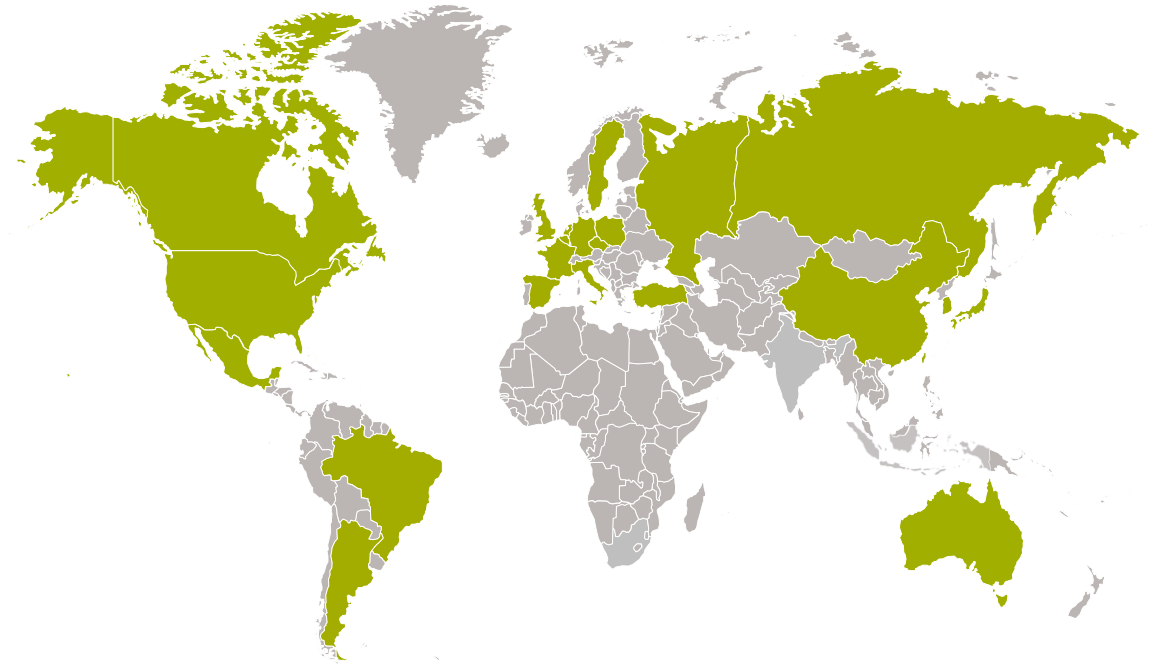
Global GfK survey: Reasons for trying to look good and time spent on personal grooming



1 Methodology

2 Global results

3 Country results



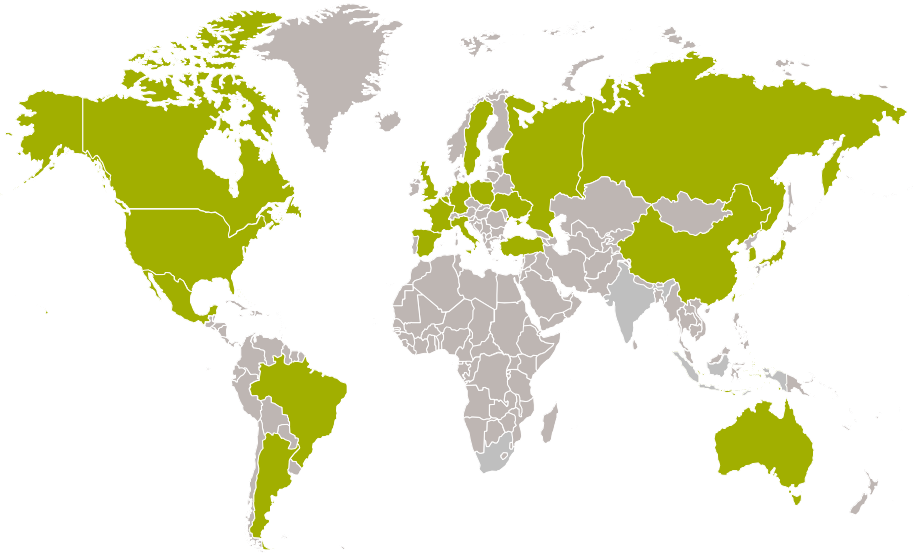
*To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

Methodology

Countries covered, methodology and sample size

GfK interviewed in summer 2015 more than 27,000 consumers (aged 15 and older) in 22 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market.

Argentina (online/n=1011)	Japan (online/n=1533)
Australia (online/n=1000)	Mexico (online/n=1029)
Belgium (online/n=1012)	Netherlands (online/n=1001)
Brazil (online/n=1512)	Poland (online/n=1005)
Canada (online/n=1012)	Russia (online/n=1514)
China (online/n=1501)	South Korea (online/n=1000)
Czech Republic (online/n=1003)	Spain (online/n=1534)
France (online/n=1517)	Sweden (online/n=1000)
Germany (online/n=1511)	Turkey (online/n=831)
Hong Kong (online/n=1003)	UK (online/n=1501)
Italy (online/n=1521)	USA (online/n=1536)



Questions



We all have our own reasons for wanting to look our best. Here are the reasons some people have given for trying to look their best. For each one, please indicate if it is a major reason why you try to look your best.

- To feel good about myself
- Because it is important for my career
- Because it is expected of me
- To be admired and respected by other people
- To please my spouse or partner
- To make a good impression on people whom I meet for the first time
- To express my individuality
- To set a good example for my children
- To make a good impression on people of the opposite sex or those that I find attractive
- Because it makes me feel in control

About how many hours per week do you typically spend at each of these activities?

- On personal grooming (bathing, shaving, dressing, hair, make-up)

Global results

Highlights

- Women spend an average of almost five hours a week on personal grooming (bathing, shaving, dressing, hair, make-up), while men spend just over three hours.
- The most popular major reason for trying to look their best, cited by 60 percent of the 27,000 people surveyed, is to feel good about themselves. Followed by making a good impression on people they meet for the first time (44 percent) and setting a good example for their children (40 percent).
- Men and women mirror each other in seeing these as the top three reasons for wanting to look good.
- All age groups agree that feeling good about themselves is the leading major motivation for trying to their best.

Top 5 reasons for trying to look good and average weekly time spent on personal grooming across all 22 countries



1

To feel good about myself

60% name this as a major reason for trying to look good

2

To make a good impression on people whom I meet for the first time

44% name this as a major reason for trying to look good

3

To set a good example for my children

40% name this as a major reason for trying to look good

4

Because it makes me feel in control

37% name this as a major reason for trying to look good

5

To please my spouse or partner

36% name this as a major reason for trying to look good



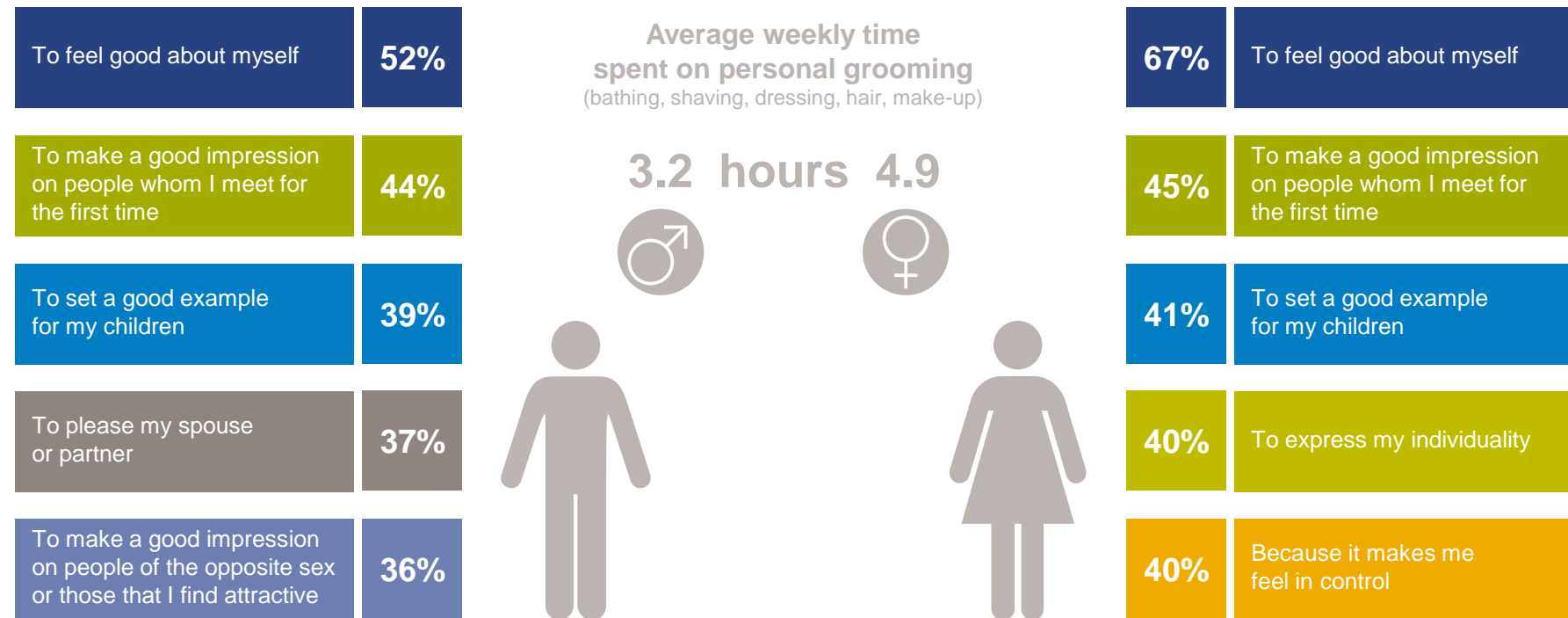
4.0 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Top 5 reasons for trying to look good and average weekly time spent on personal grooming across all 22 countries by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Top 3 reasons for trying to look good and average weekly time spent on personal grooming across all 22 countries by age groups

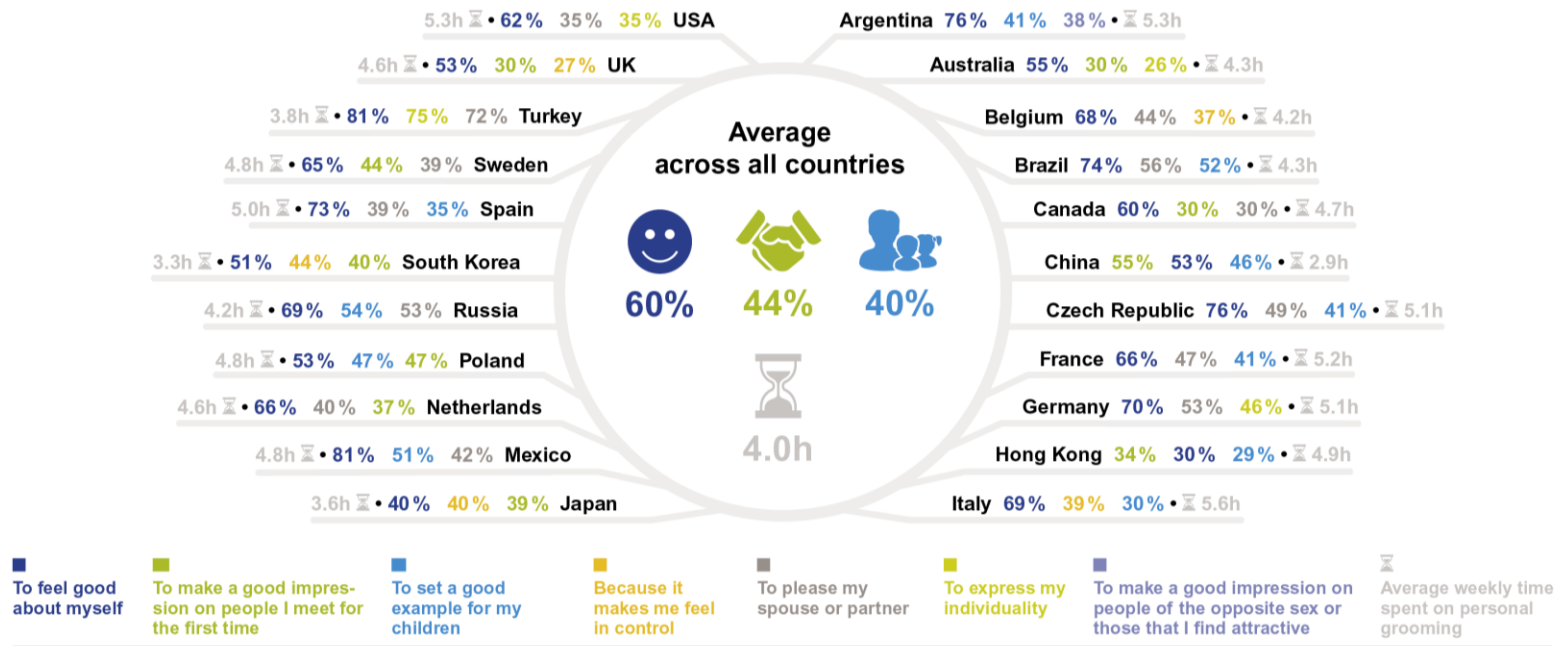


Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Top 3 reasons for trying to look good and weekly time spent on personal grooming



Country results



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Country results – Europe

Belgium



Belgium: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

68% name this as a major reason for trying to look good

2

To please my spouse or partner

44% name this as a major reason for trying to look good

3

Because it makes me feel in control

37% name this as a major reason for trying to look good

4

To make a good impression on people whom I meet for the first time

36% name this as a major reason for trying to look good

5

To set a good example for my children

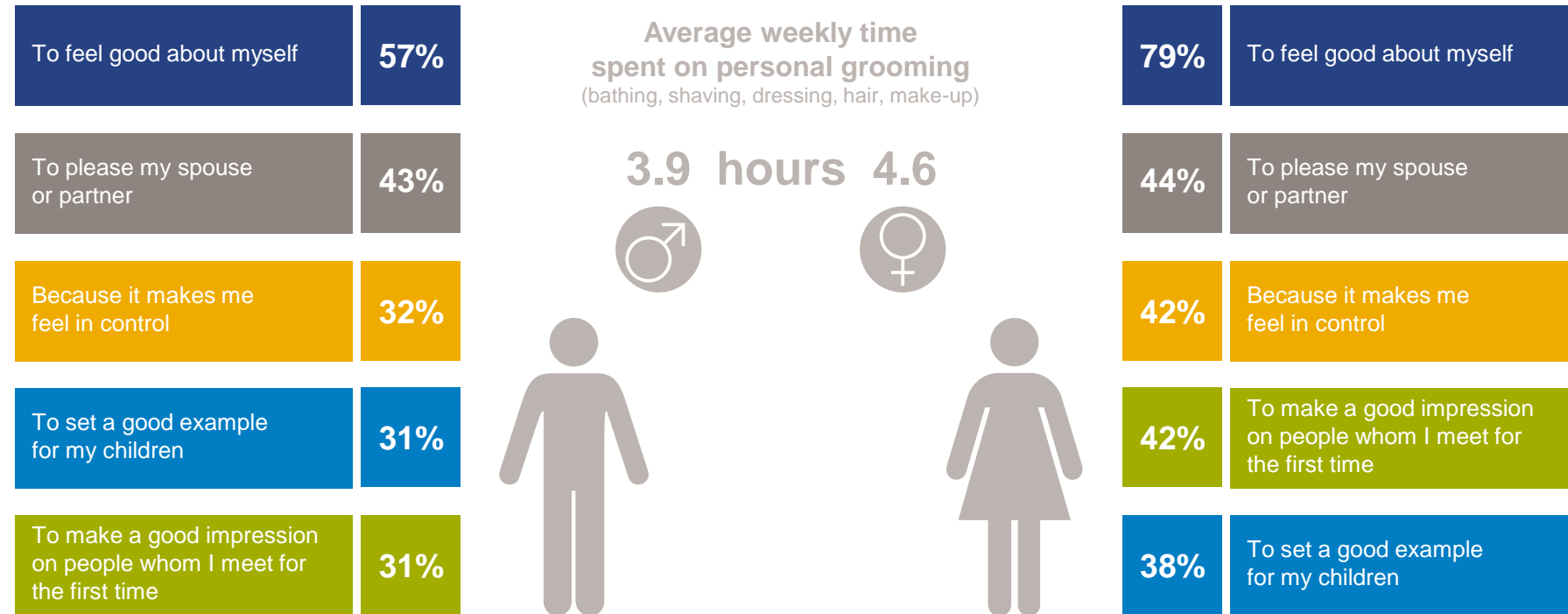
35% name this as a major reason for trying to look good



4.2 hours

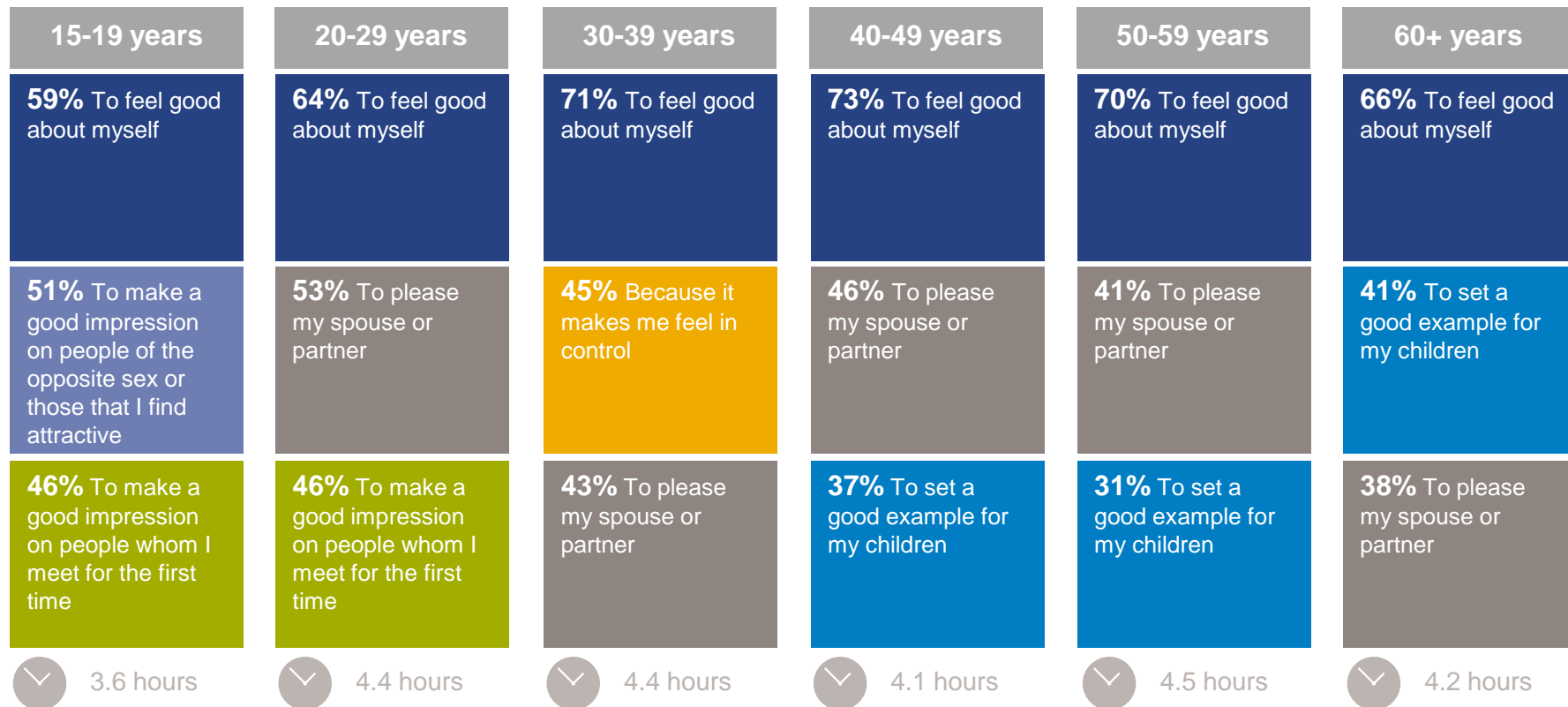
Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Belgium: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



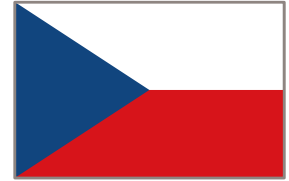
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Belgium: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Czech Republic



Czech Republic: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

76% name this as a major reason for trying to look good

2

To please my spouse or partner

49% name this as a major reason for trying to look good

3

To set a good example for my children

41% name this as a major reason for trying to look good

4

To express my individuality

35% name this as a major reason for trying to look good

5

To make a good impression on people whom I meet for the first time

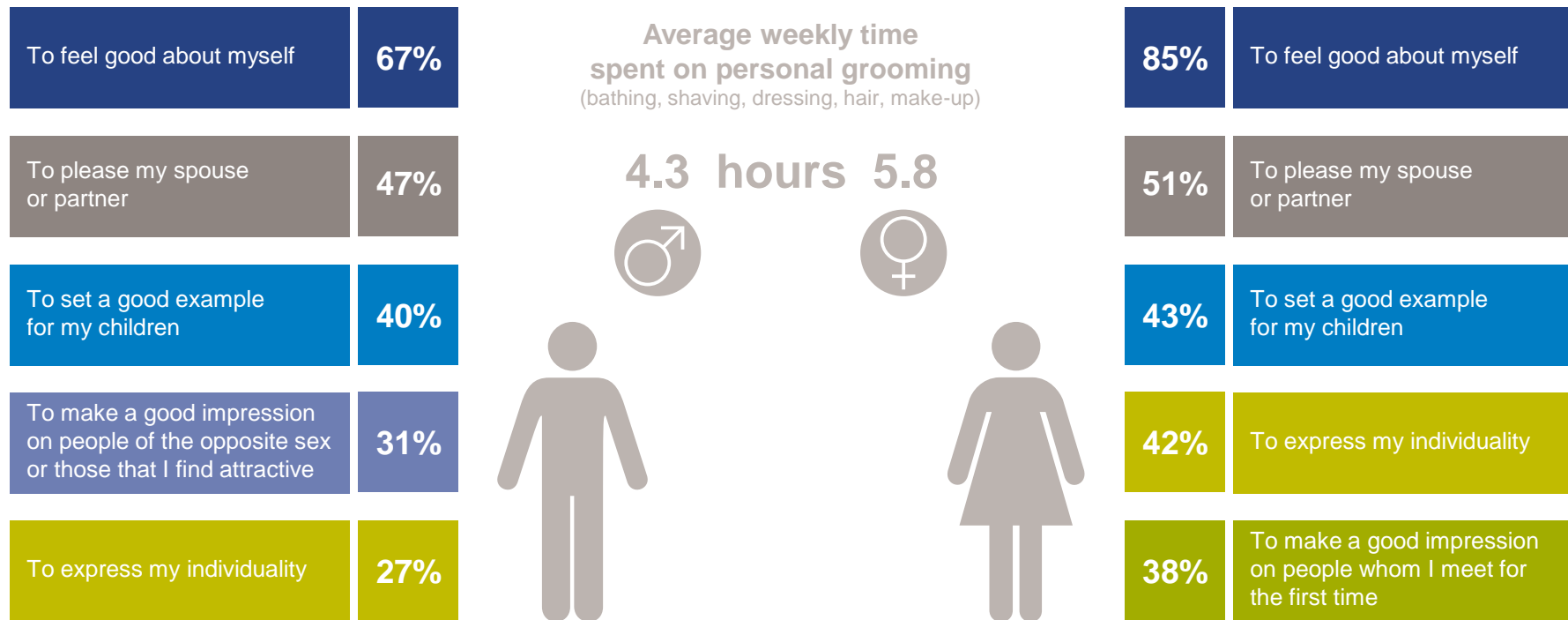
33% name this as a major reason for trying to look good



5.1 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

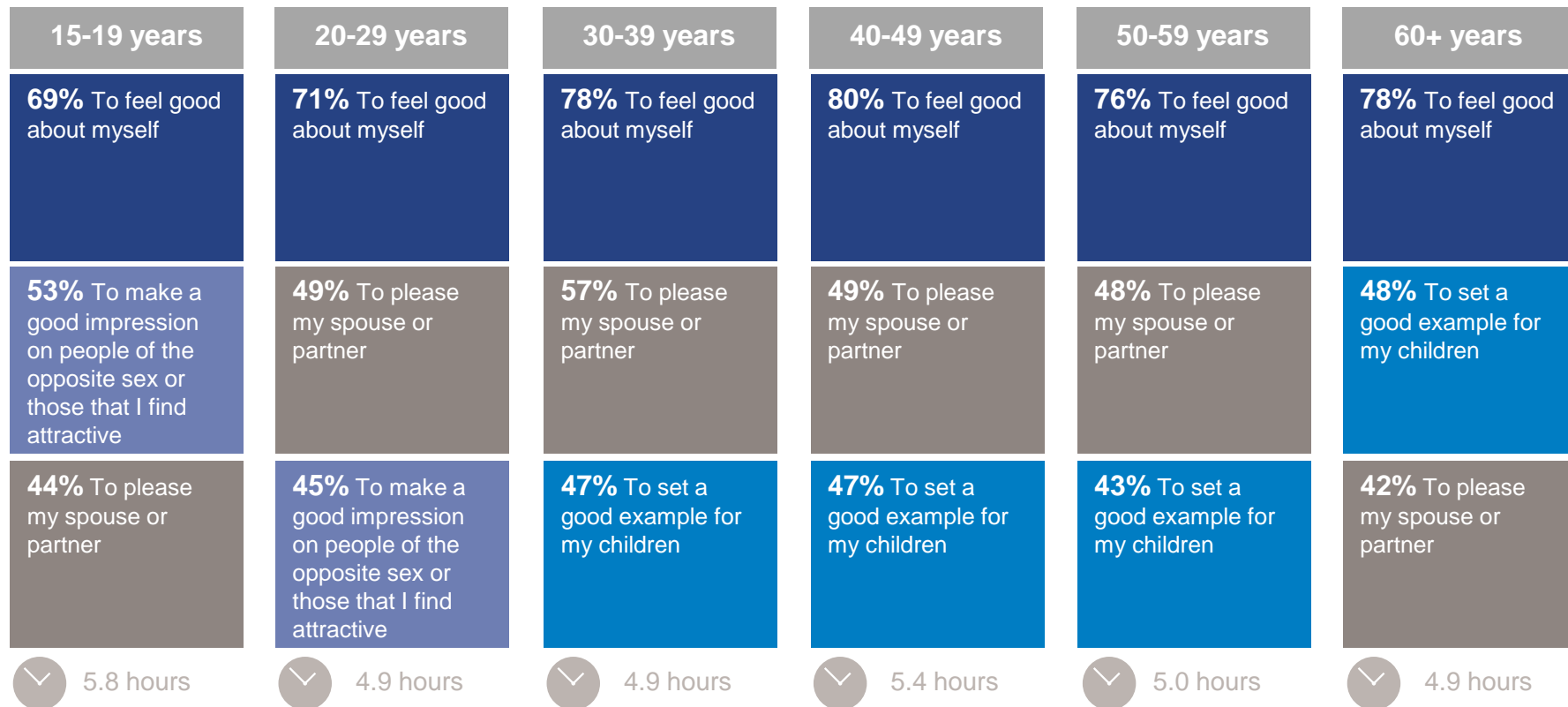
Czech Republic: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Czech Republic: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

France



France: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

66% name this as a major reason for trying to look good

2

To please my spouse or partner

47% name this as a major reason for trying to look good

3

To set a good example for my children

41% name this as a major reason for trying to look good

4

Because it makes me feel in control

39% name this as a major reason for trying to look good

5

To make a good impression on people whom I meet for the first time

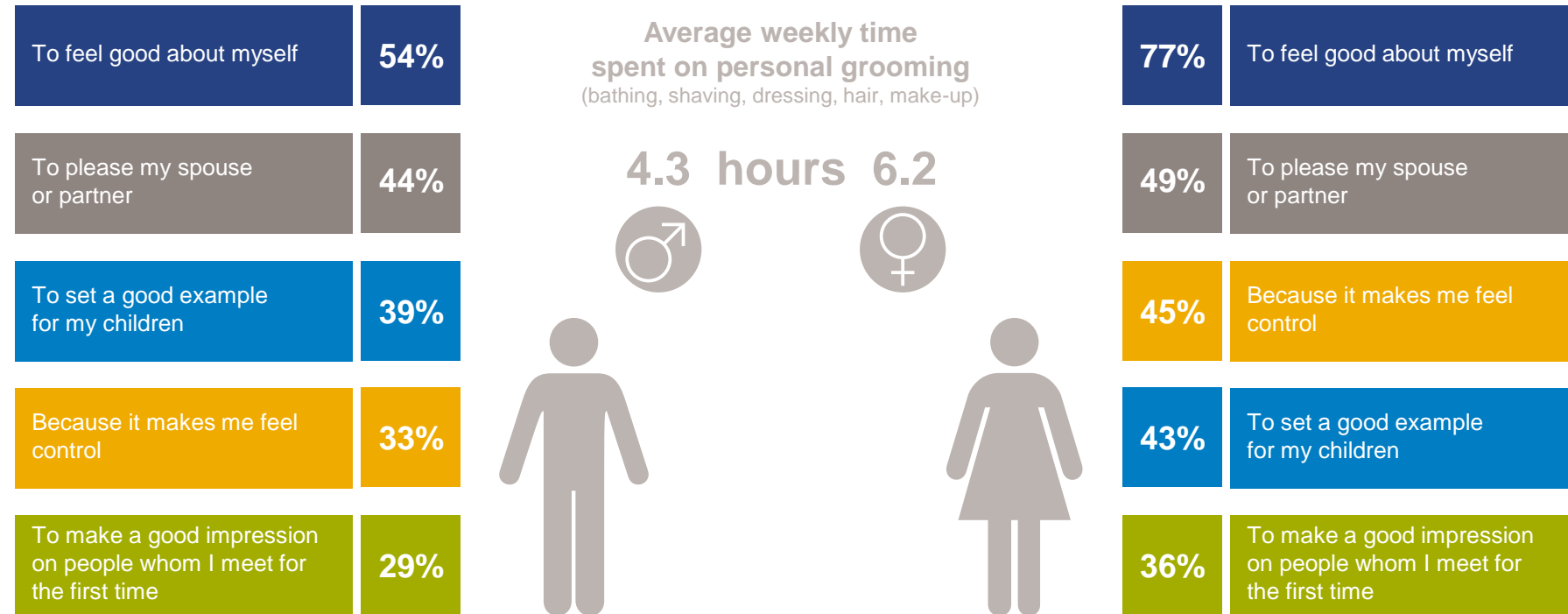
33% name this as a major reason for trying to look good



5.2 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

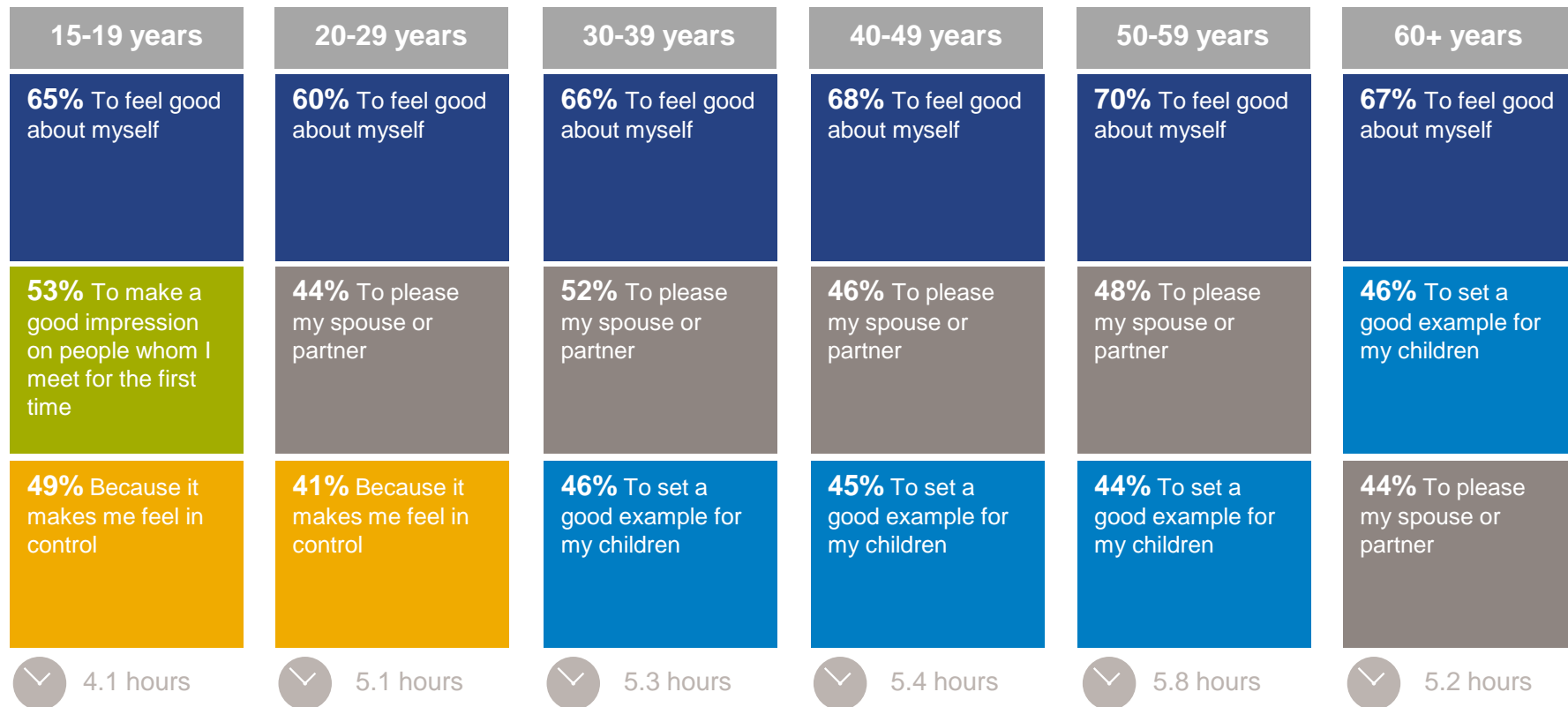
France: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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France: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Germany



Germany: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

70% name this as a major reason for trying to look good

2

To please my spouse or partner

53% name this as a major reason for trying to look good

3

To express my individuality

46% name this as a major reason for trying to look good

4

To make a good impression on people whom I meet for the first time

43% name this as a major reason for trying to look good

5

Because it makes me feel in control

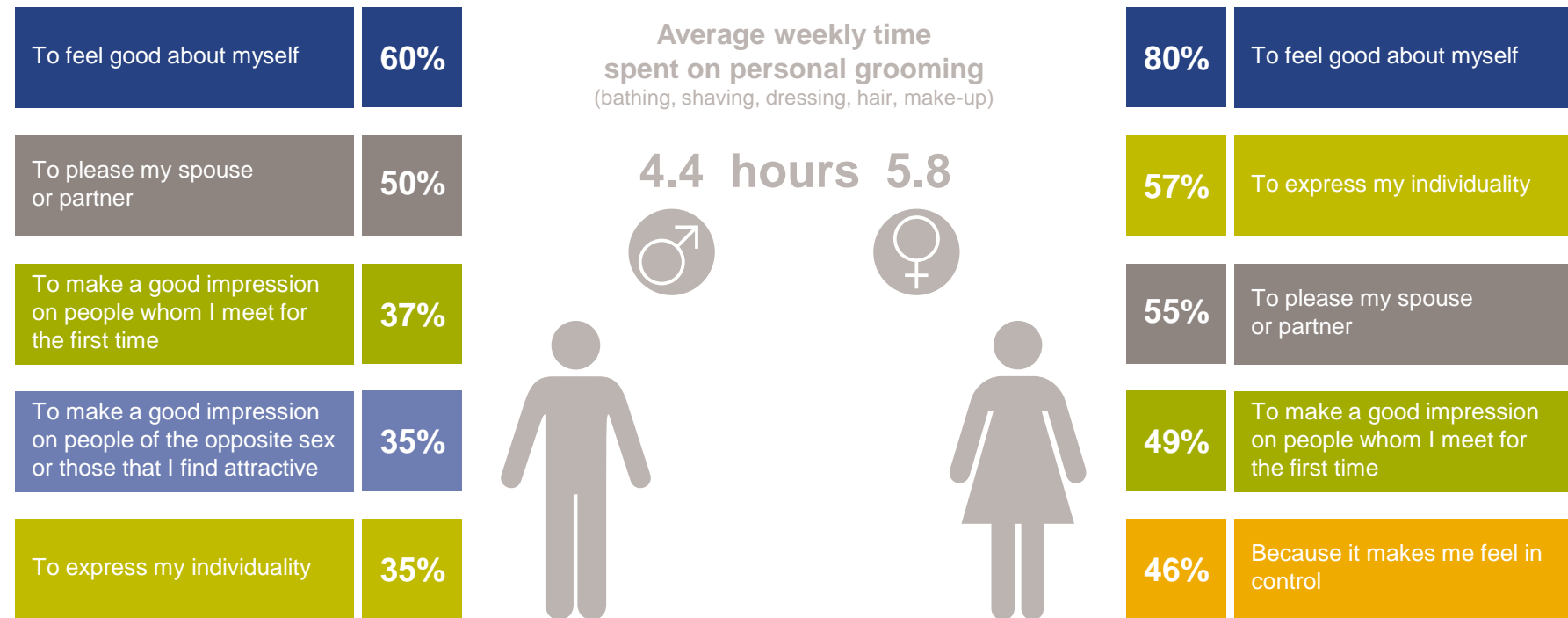
37% name this as a major reason for trying to look good



5.1 hours

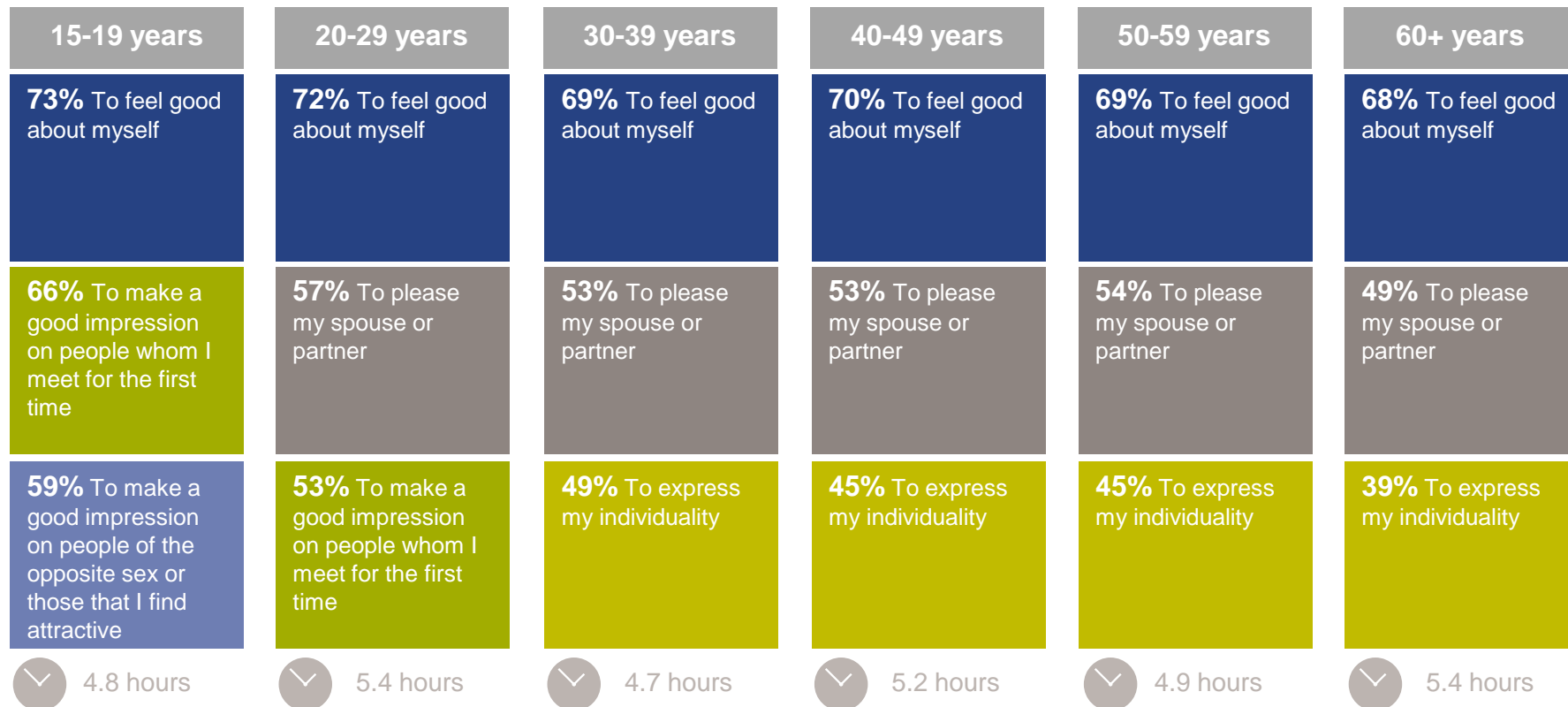
Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Germany: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Germany: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Italy



Italy: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

69% name this as a major reason for trying to look good

2

Because it makes me feel in control

39% name this as a major reason for trying to look good

3

To set a good example for my children

30% name this as a major reason for trying to look good

4

To please my spouse or partner

28% name this as a major reason for trying to look good

5

To express my individuality

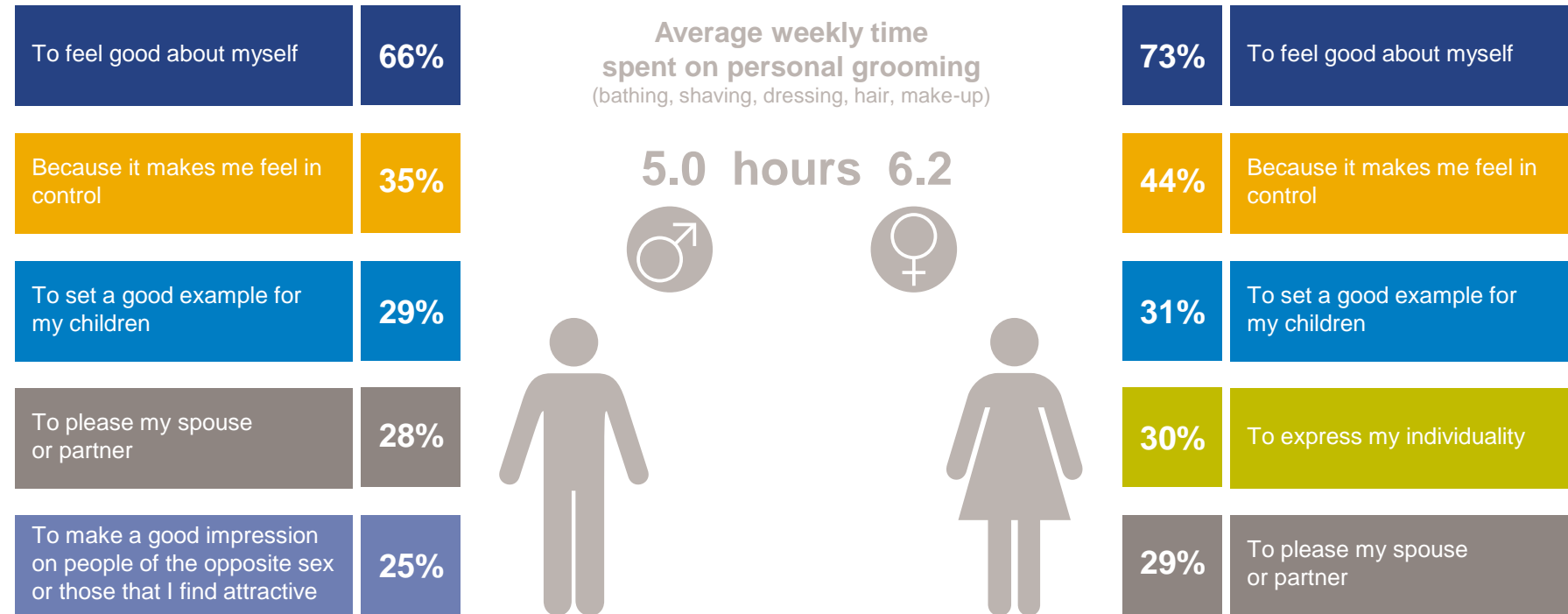
26% name this as a major reason for trying to look good



5.6 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

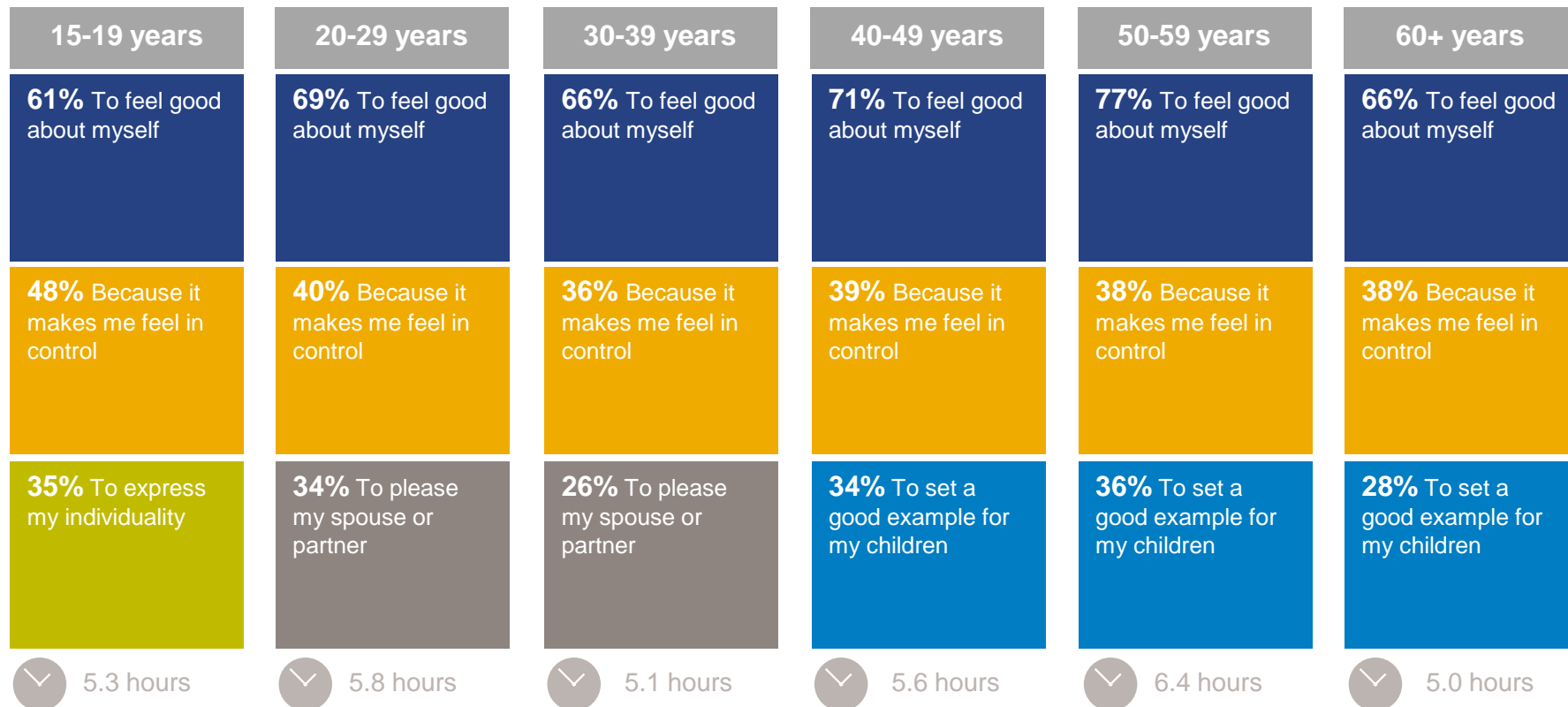
Italy: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Italy: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Netherlands



Netherlands: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

66% name this as a major reason for trying to look good

2

To please my spouse or partner

40% name this as a major reason for trying to look good

3

To make a good impression on people whom I meet for the first time

37% name this as a major reason for trying to look good

4

Because it makes me feel in control

34% name this as a major reason for trying to look good

5

To set a good example for my children

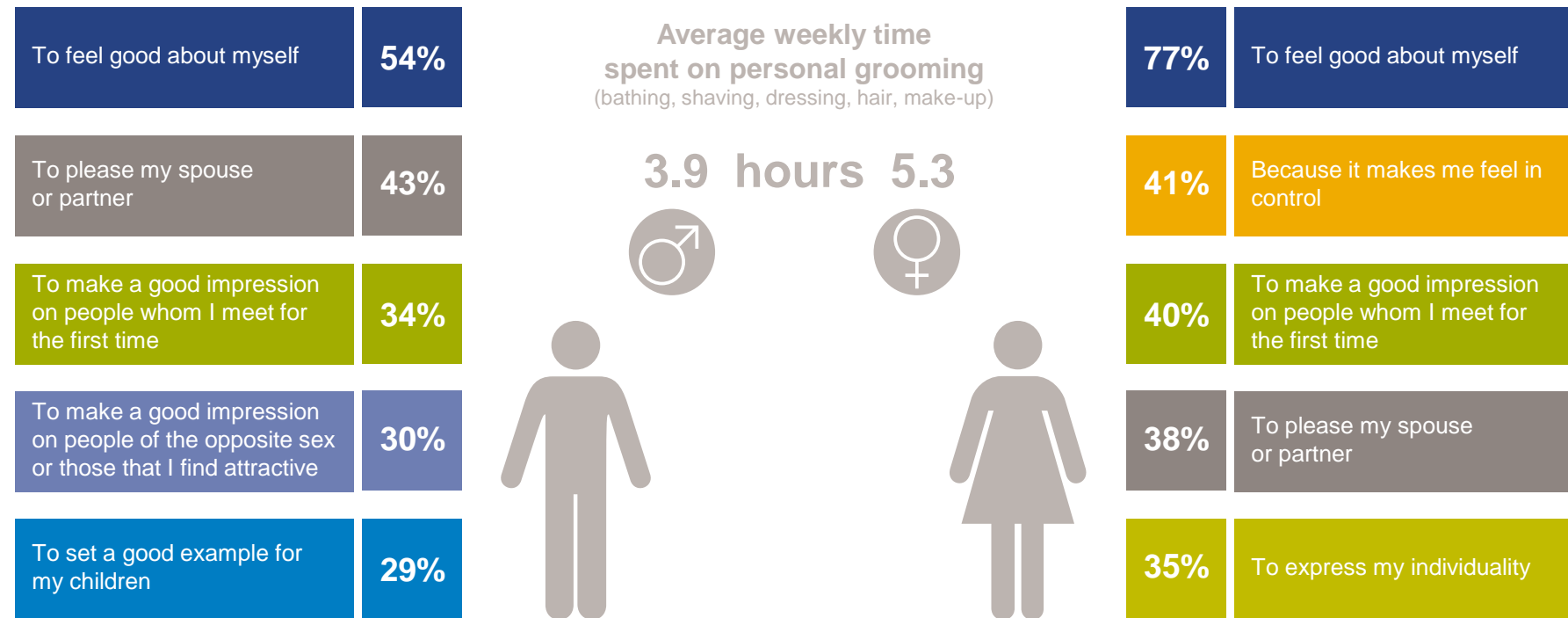
32% name this as a major reason for trying to look good



4.6 hours

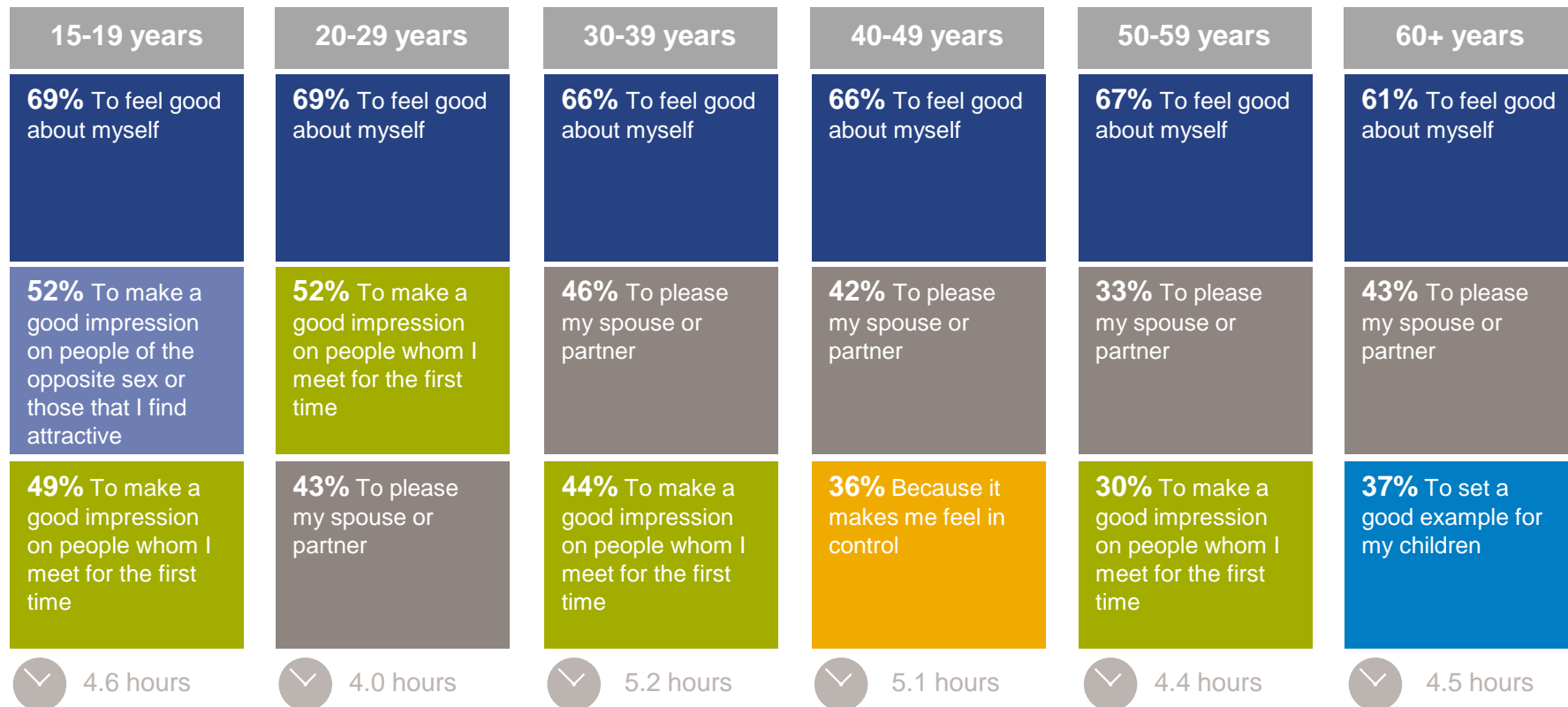
Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Netherlands: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Netherlands: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Poland



Poland: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

53% name this as a major reason for trying to look good

2

To set a good example for my children

47% name this as a major reason for trying to look good

3

To make a good impression on people whom I meet for the first time

47% name this as a major reason for trying to look good

4

To please my spouse or partner

46% name this as a major reason for trying to look good

5

To make a good impression on people of the opposite sex or those that I find attractive

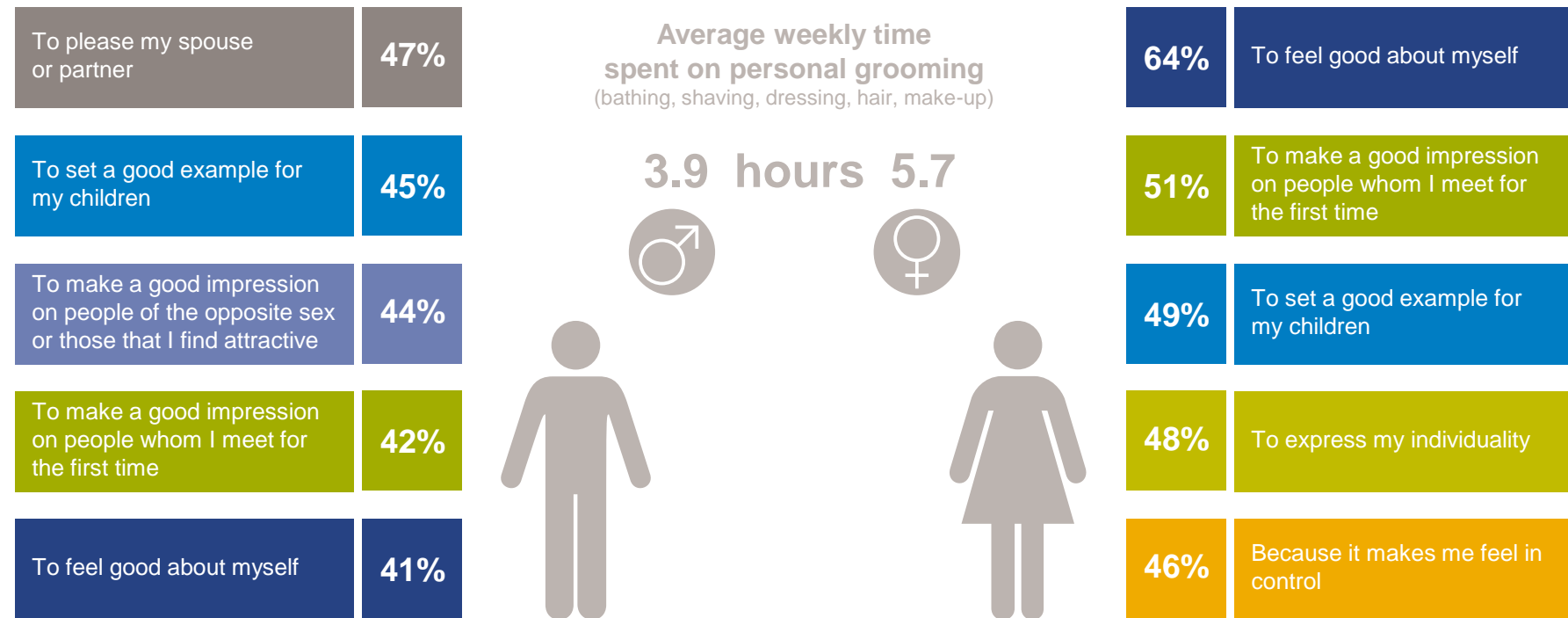
44% name this as a major reason for trying to look good



4.8 hours

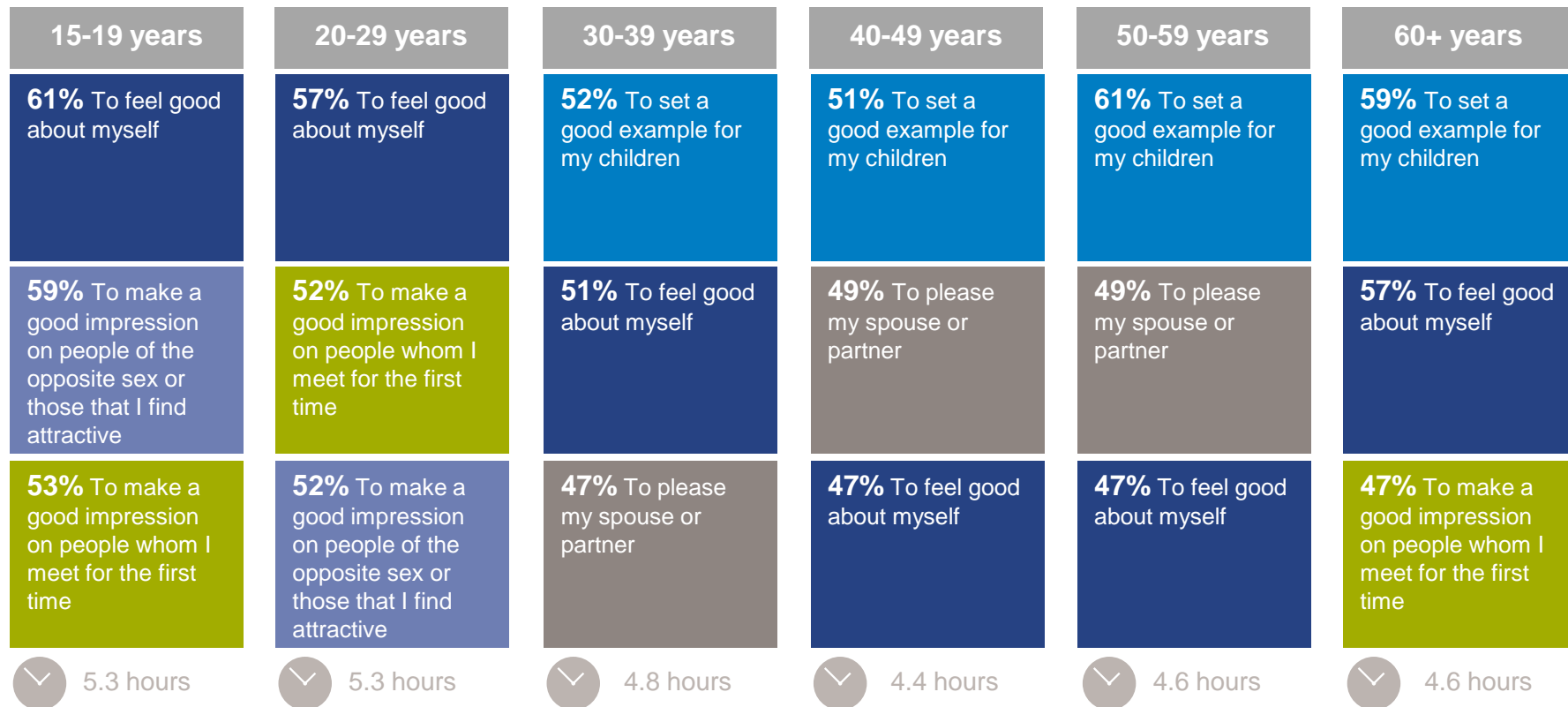
Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Poland: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Poland: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Russia



Russia: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

69% name this as a major reason for trying to look good

2

To set a good example for my children

54% name this as a major reason for trying to look good

3

To please my spouse or partner

53% name this as a major reason for trying to look good

4

Because it makes me feel in control

49% name this as a major reason for trying to look good

5

To make a good impression on people whom I meet for the first time

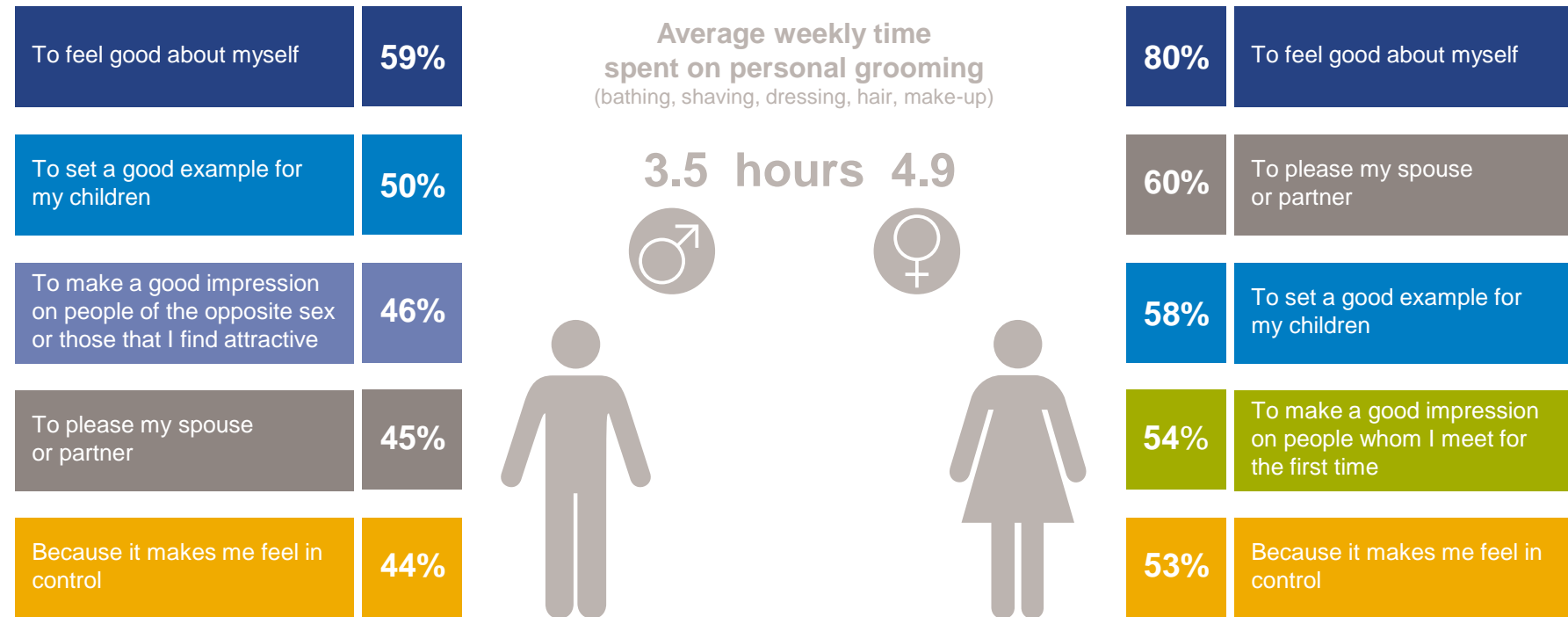
48% name this as a major reason for trying to look good



4.2 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

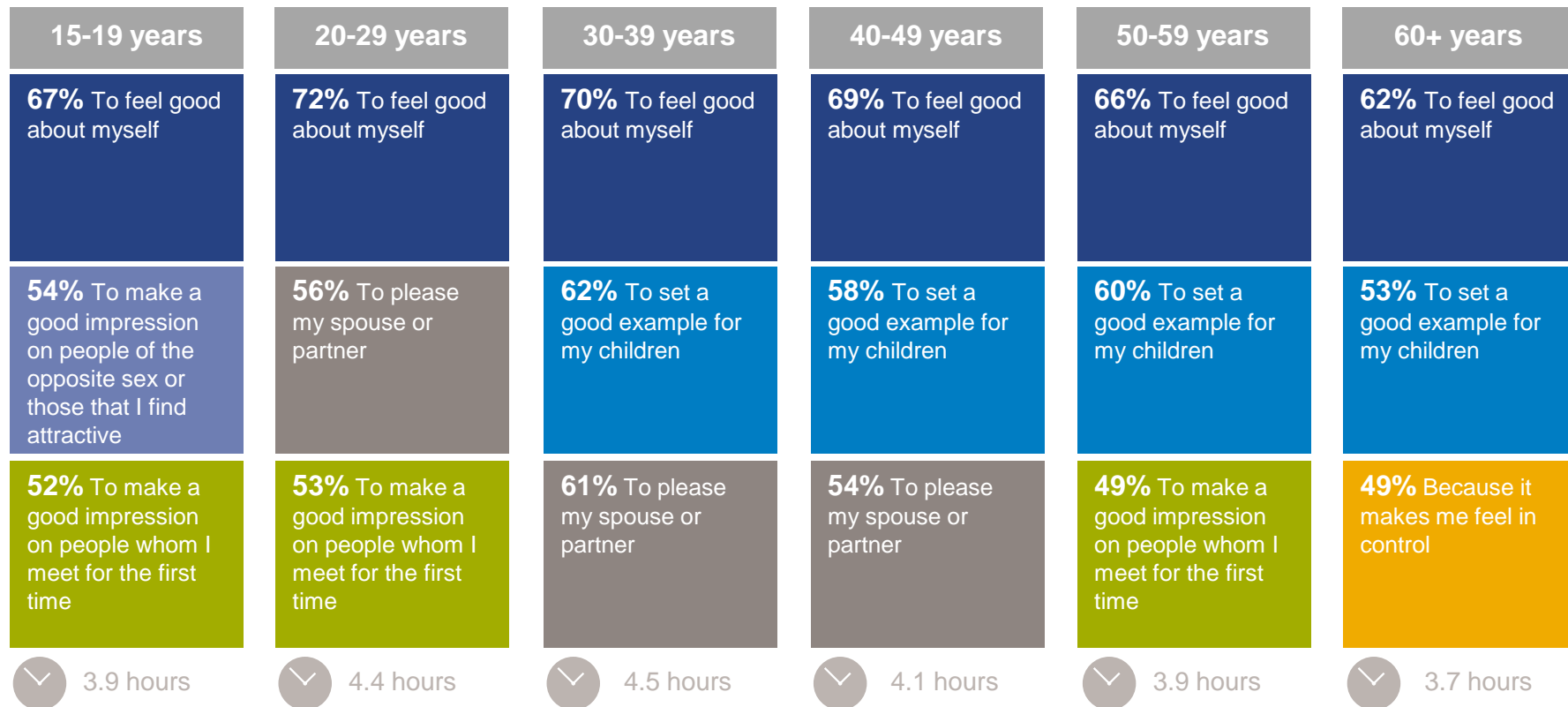
Russia: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Russia: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Spain



Spain: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

73% name this as a major reason for trying to look good

2

To please my spouse or partner

39% name this as a major reason for trying to look good

3

To set a good example for my children

35% name this as a major reason for trying to look good

4

Because it makes me feel in control

29% name this as a major reason for trying to look good

5

To make a good impression on people whom I meet for the first time

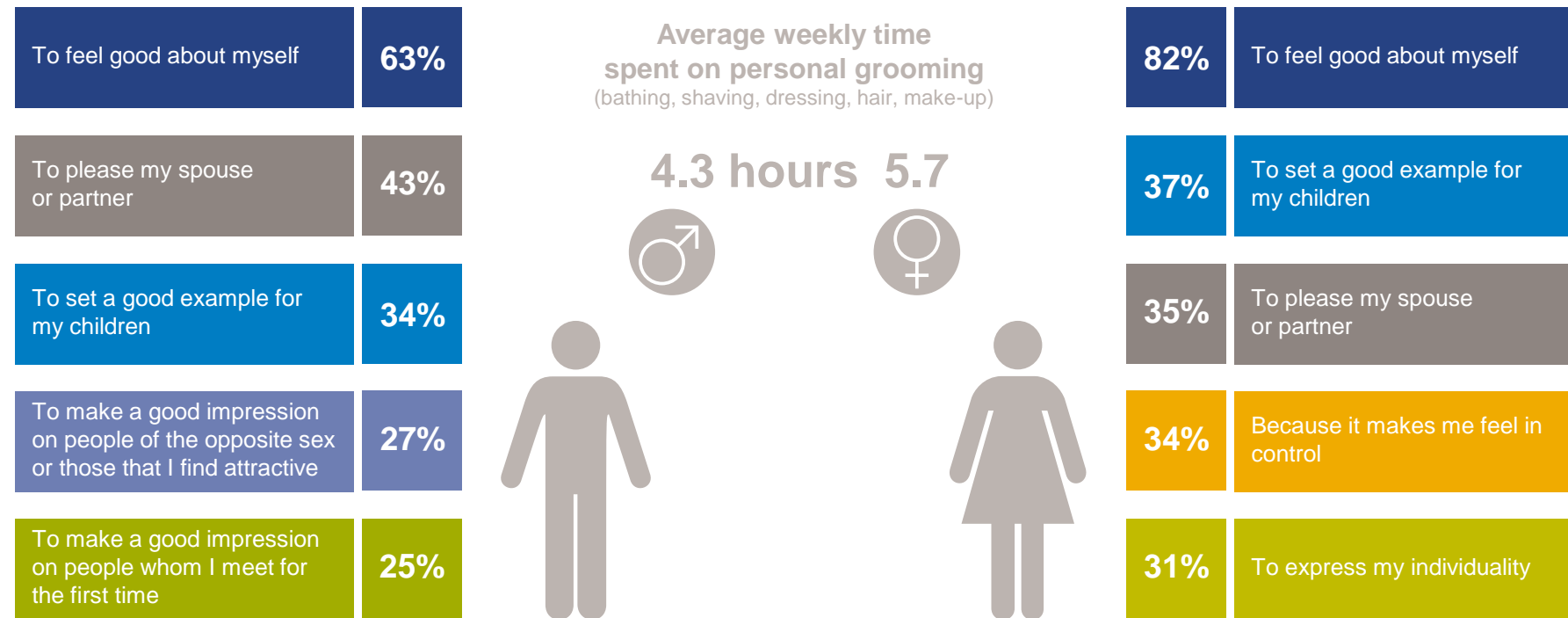
27% name this as a major reason for trying to look good



5.0 hours

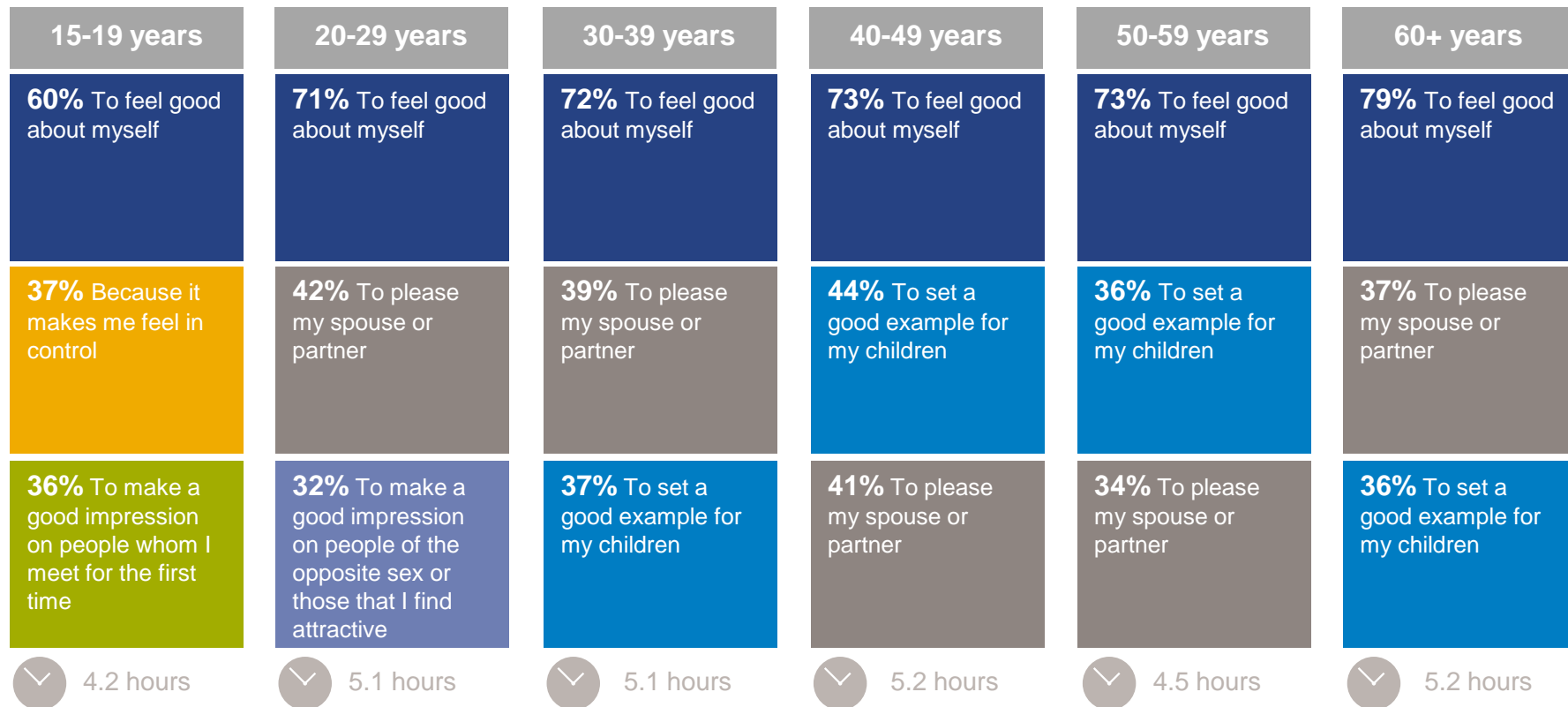
Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Spain: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Spain: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Sweden



Sweden: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

65% name this as a major reason for trying to look good

2

To make a good impression on people whom I meet for the first time

44% name this as a major reason for trying to look good

3

To please my spouse or partner

39% name this as a major reason for trying to look good

4

To make a good impression on people of the opposite sex or those that I find attractive

37% name this as a major reason for trying to look good

5

Because it makes me feel in control

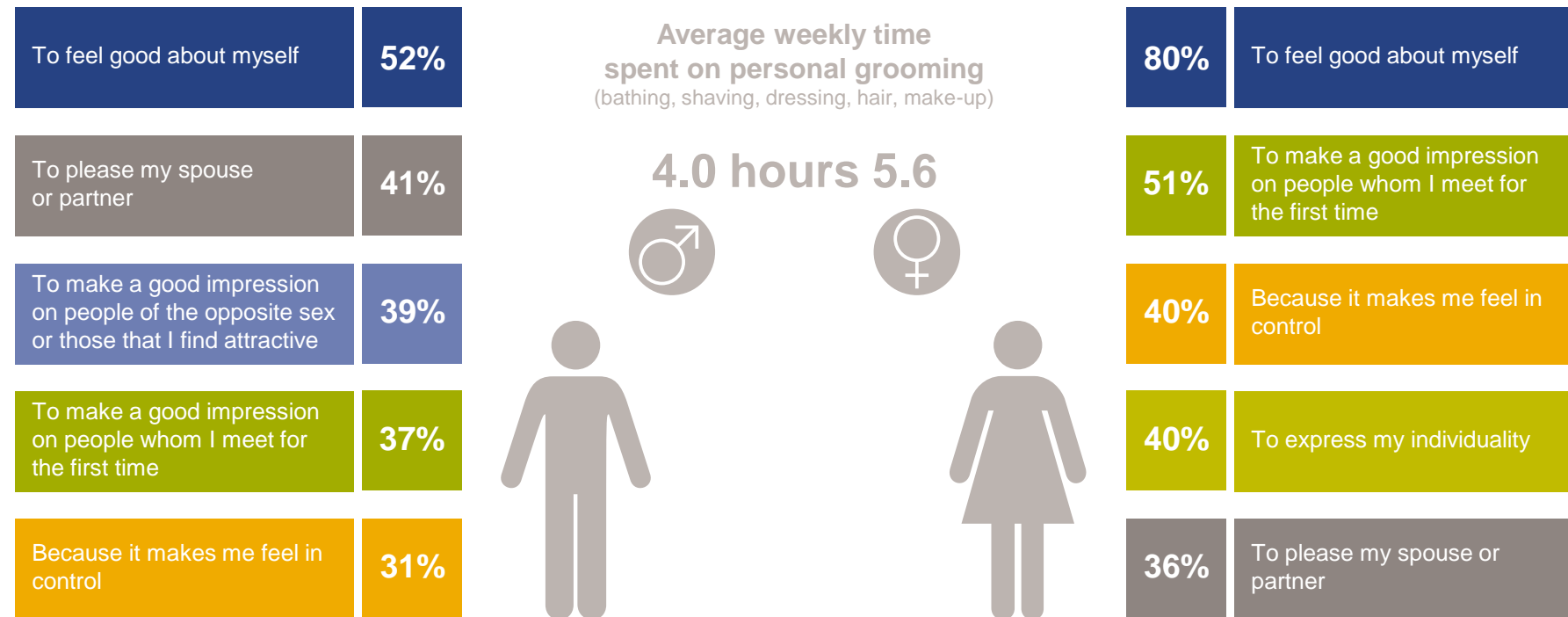
35% name this as a major reason for trying to look good



4.8 hours

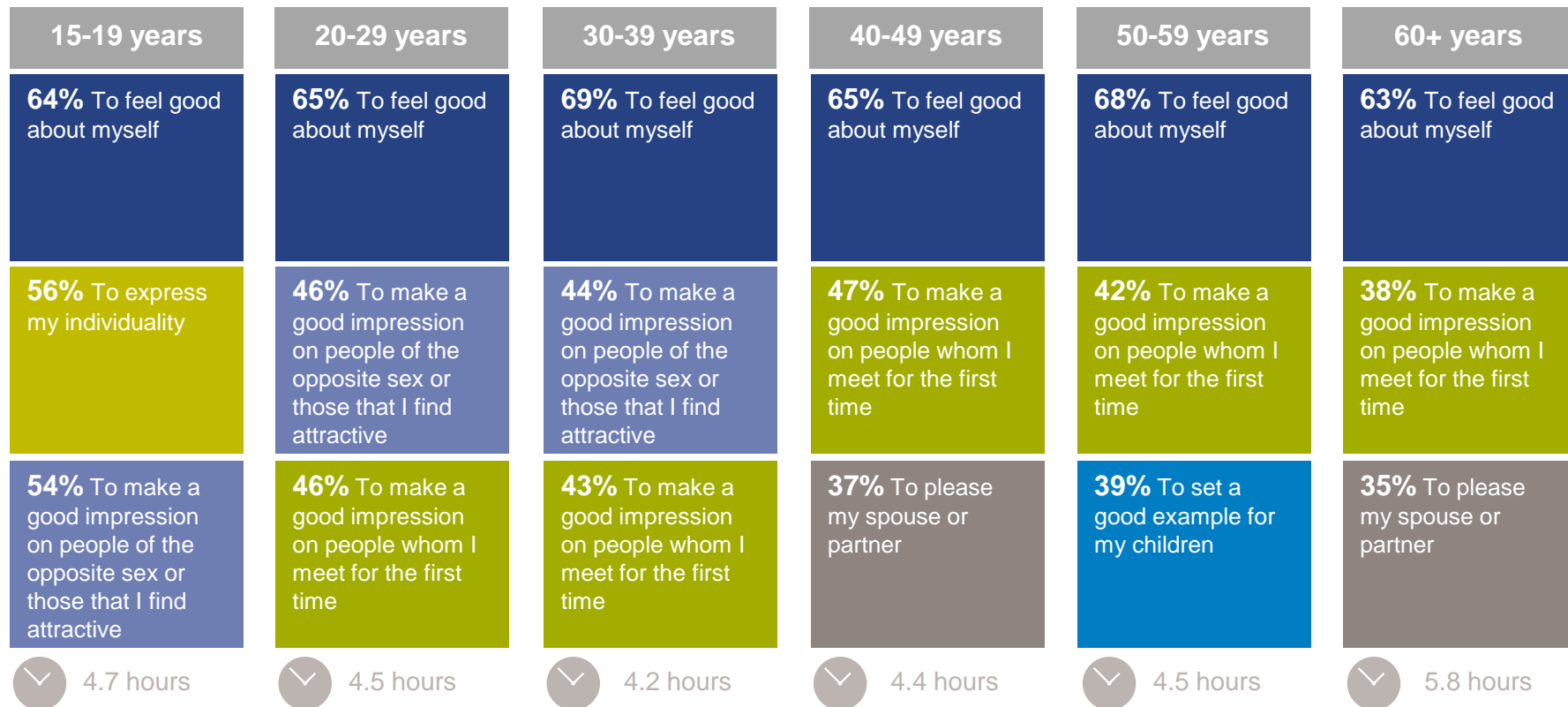
Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Sweden: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Sweden: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Turkey



Turkey: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

81% name this as a major reason for trying to look good

2

To express my individuality

75% name this as a major reason for trying to look good

3

To please my spouse or partner

72% name this as a major reason for trying to look good

4

To set a good example for my children

70% name this as a major reason for trying to look good

5

To make a good impression on people whom I meet for the first time

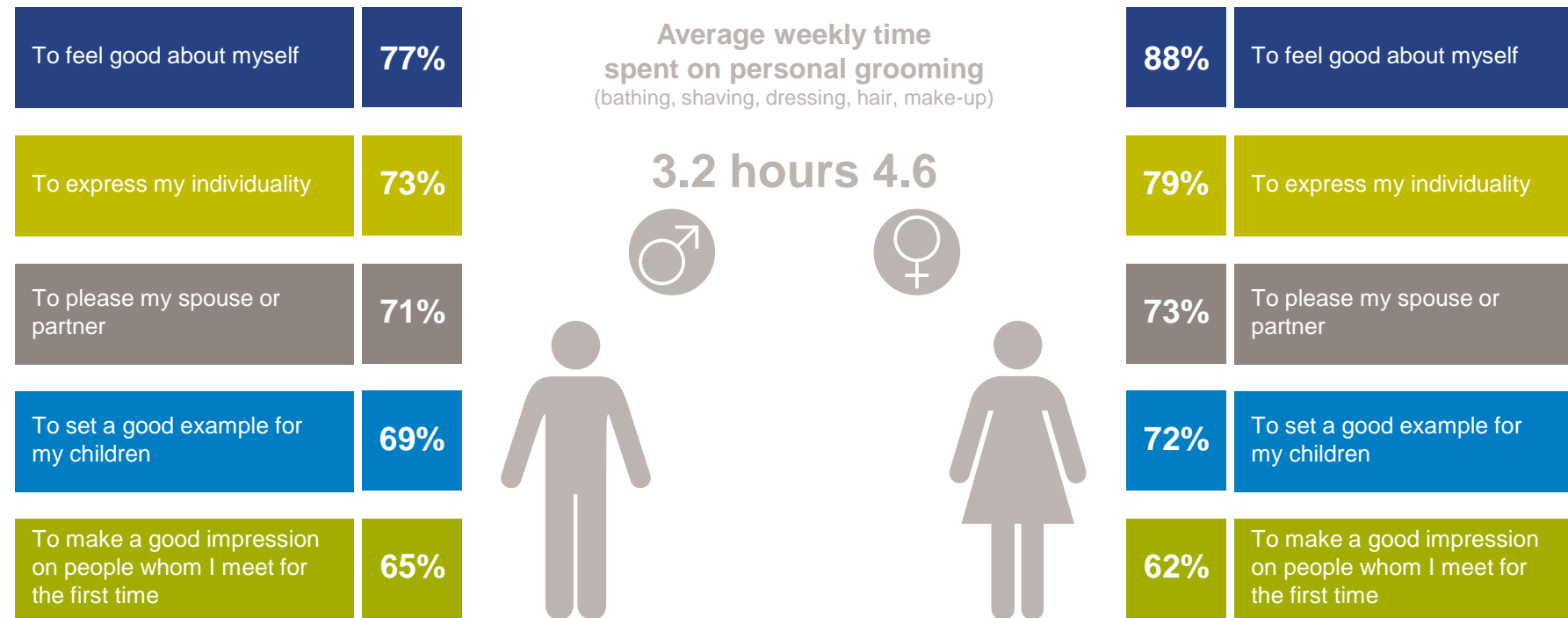
64% name this as a major reason for trying to look good



3.8 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Turkey: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Turkey: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded | *Low base n=9 for age group 60+

United Kingdom



United Kingdom: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

53% name this as a major reason for trying to look good

2

To make a good impression on people whom I meet for the first time

30% name this as a major reason for trying to look good

3

Because it makes me feel in control

27% name this as a major reason for trying to look good

4

To please my spouse or partner

27% name this as a major reason for trying to look good

5

To express my individuality

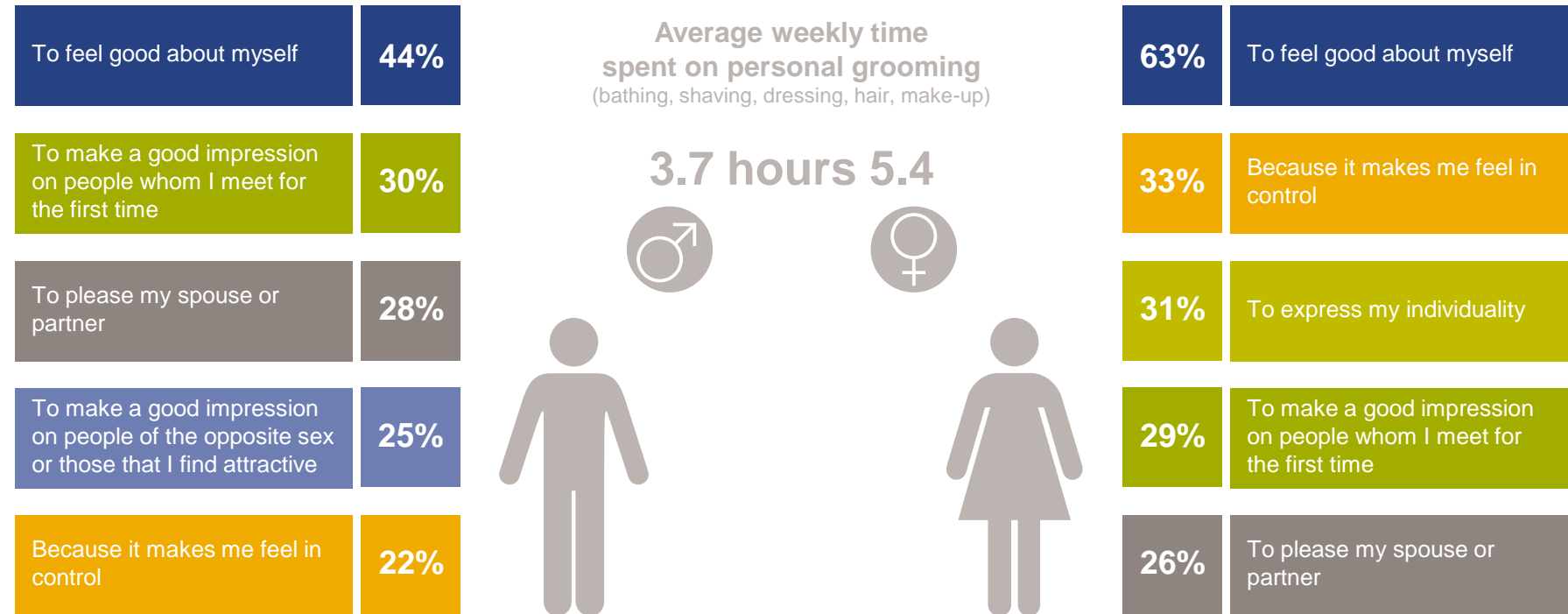
26% name this as a major reason for trying to look good



4.6 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

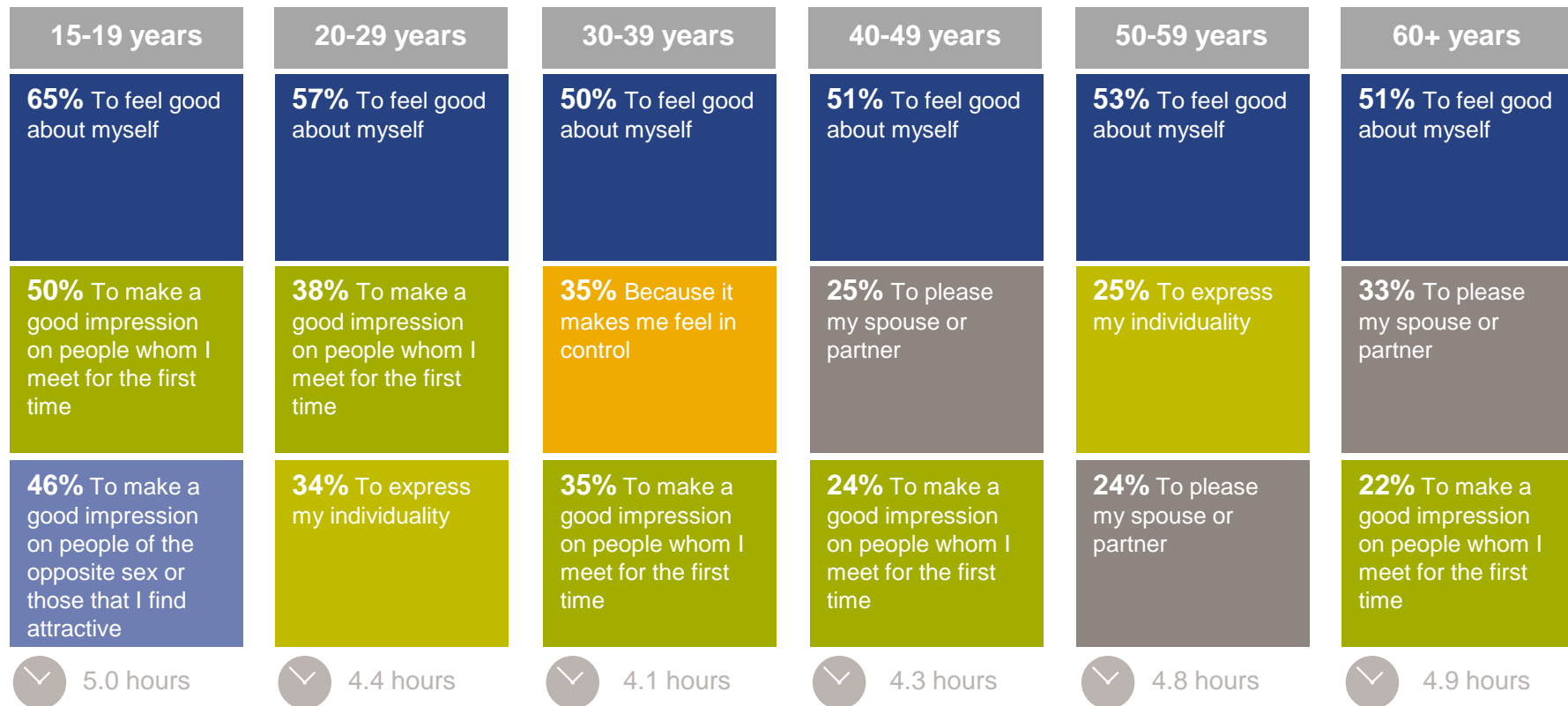
United Kingdom: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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United Kingdom: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Country results – North America

Canada



Canada: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

60% name this as a major reason for trying to look good

2

To make a good impression on people whom I meet for the first time

30% name this as a major reason for trying to look good

3

To please my spouse or partner

30% name this as a major reason for trying to look good

4

Because it makes me feel in control

28% name this as a major reason for trying to look good

5

To express my individuality

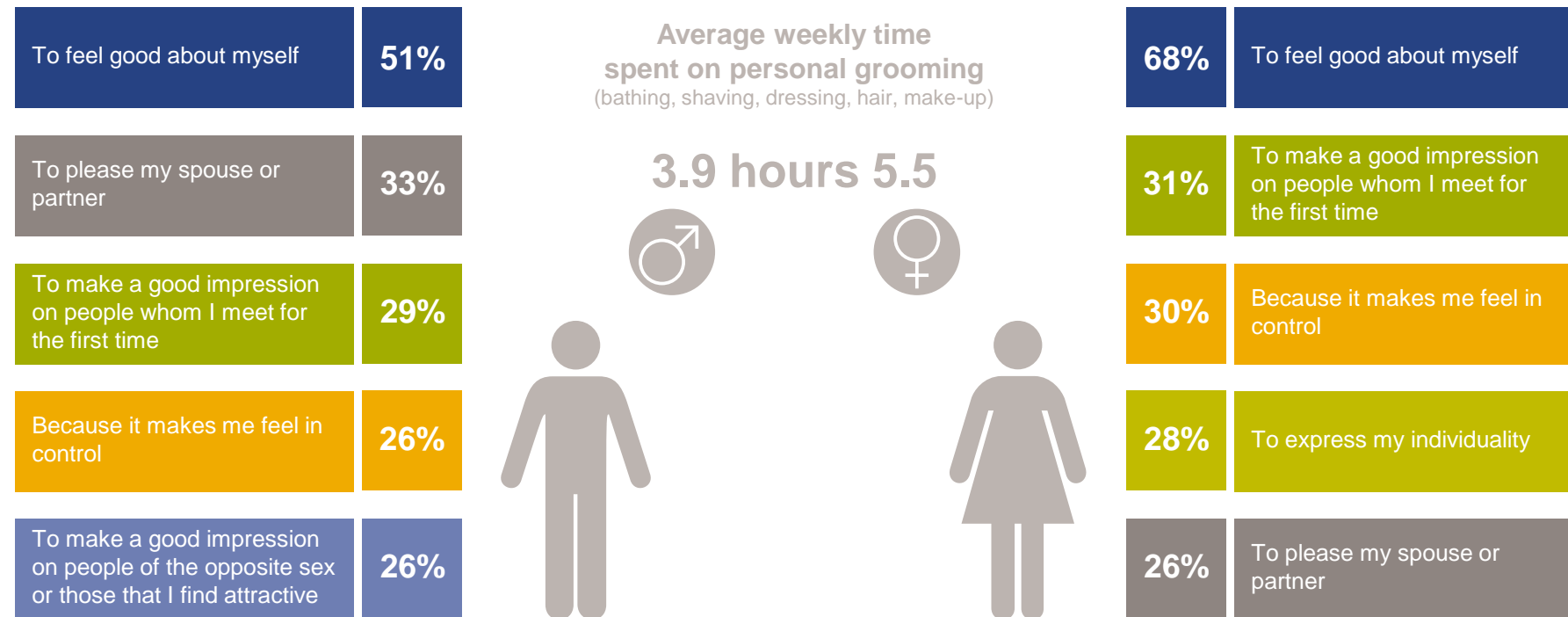
25% name this as a major reason for trying to look good



4.7 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Canada: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Canada: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

USA



USA: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

62% name this as a major reason for trying to look good

2

To please my spouse or partner

35% name this as a major reason for trying to look good

3

To express my individuality

35% name this as a major reason for trying to look good

4

To make a good impression on people whom I meet for the first time

34% name this as a major reason for trying to look good

5

Because it makes me feel in control

33% name this as a major reason for trying to look good



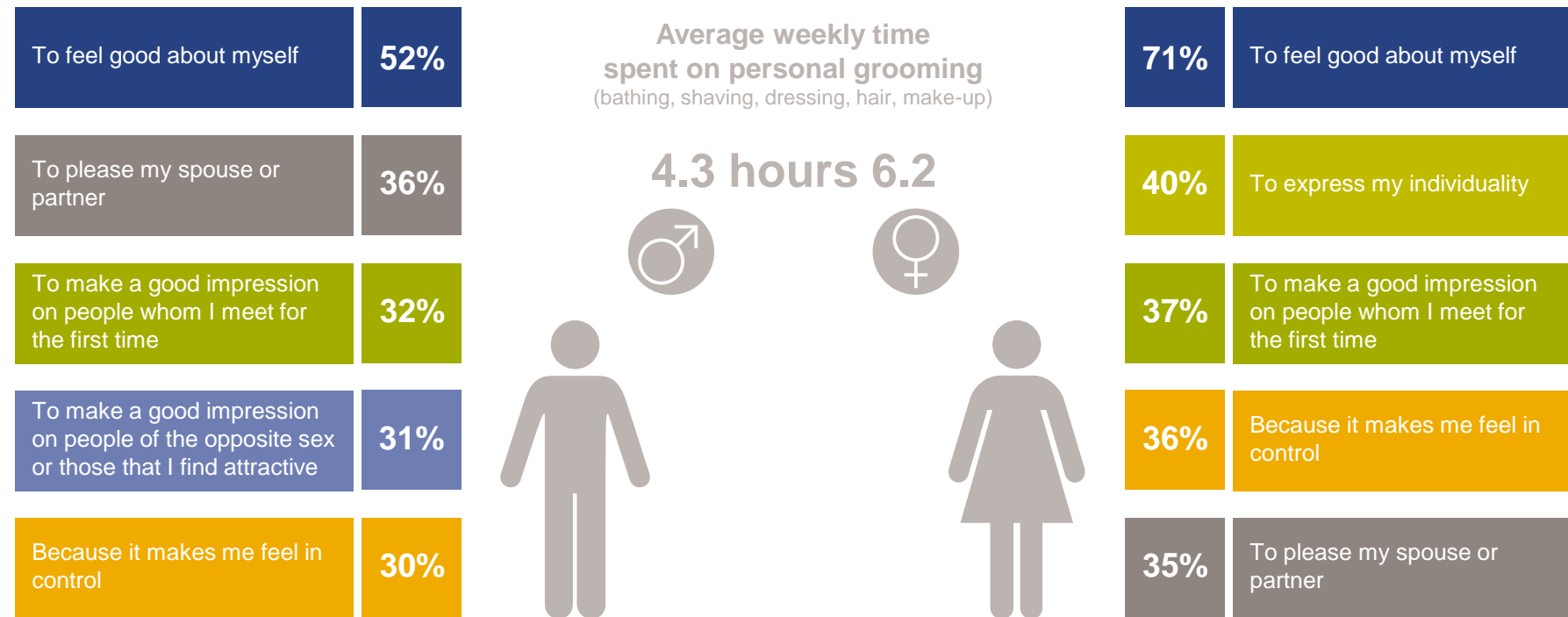
5.3 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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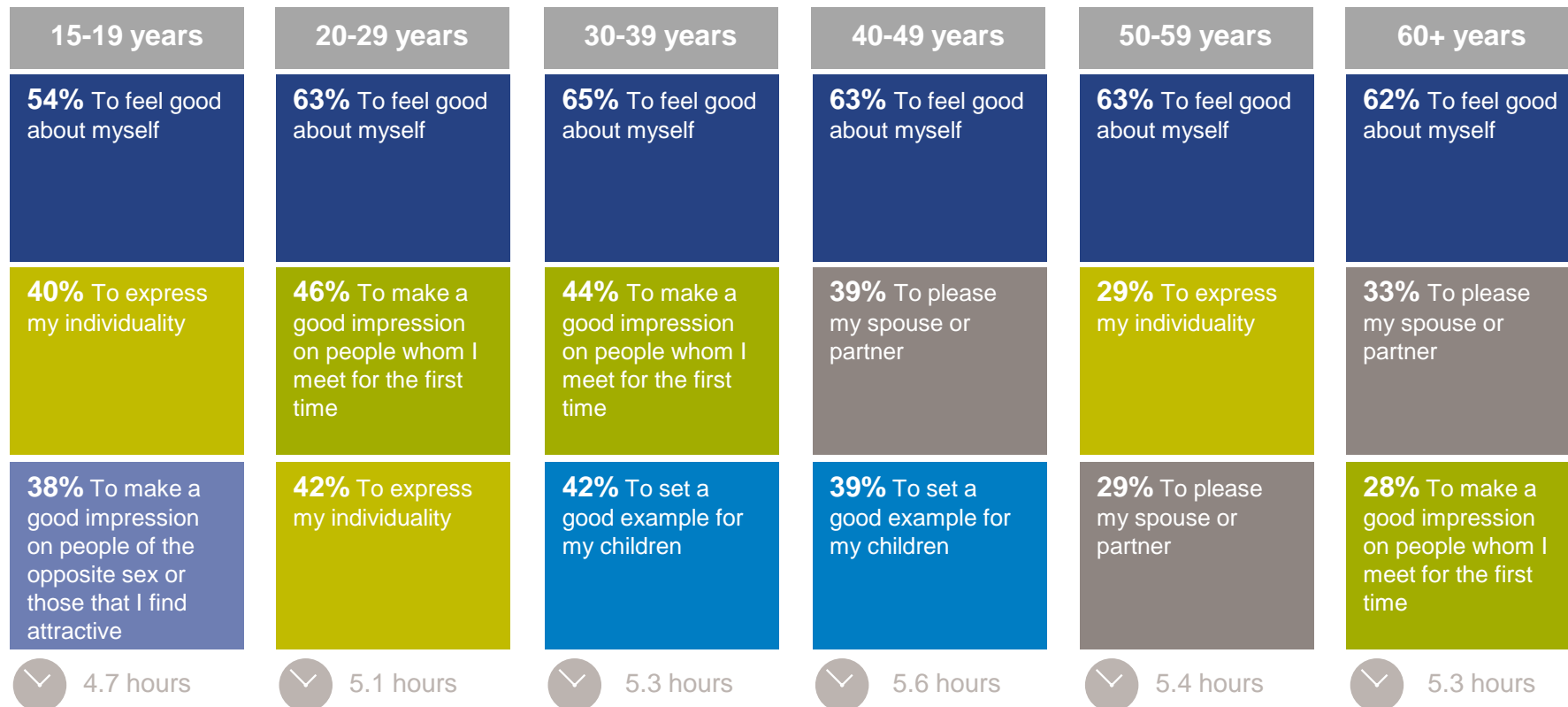
USA: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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USA: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Country results – Latin America

Argentina



Argentina: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

76% name this as a major reason for trying to look good

2

To set a good example for my children

41% name this as a major reason for trying to look good

3

To make a good impression on people of the opposite sex or those that I find attractive

38% name this as a major reason for trying to look good

4

To please my spouse or partner

37% name this as a major reason for trying to look good

5

To make a good impression on people whom I meet for the first time

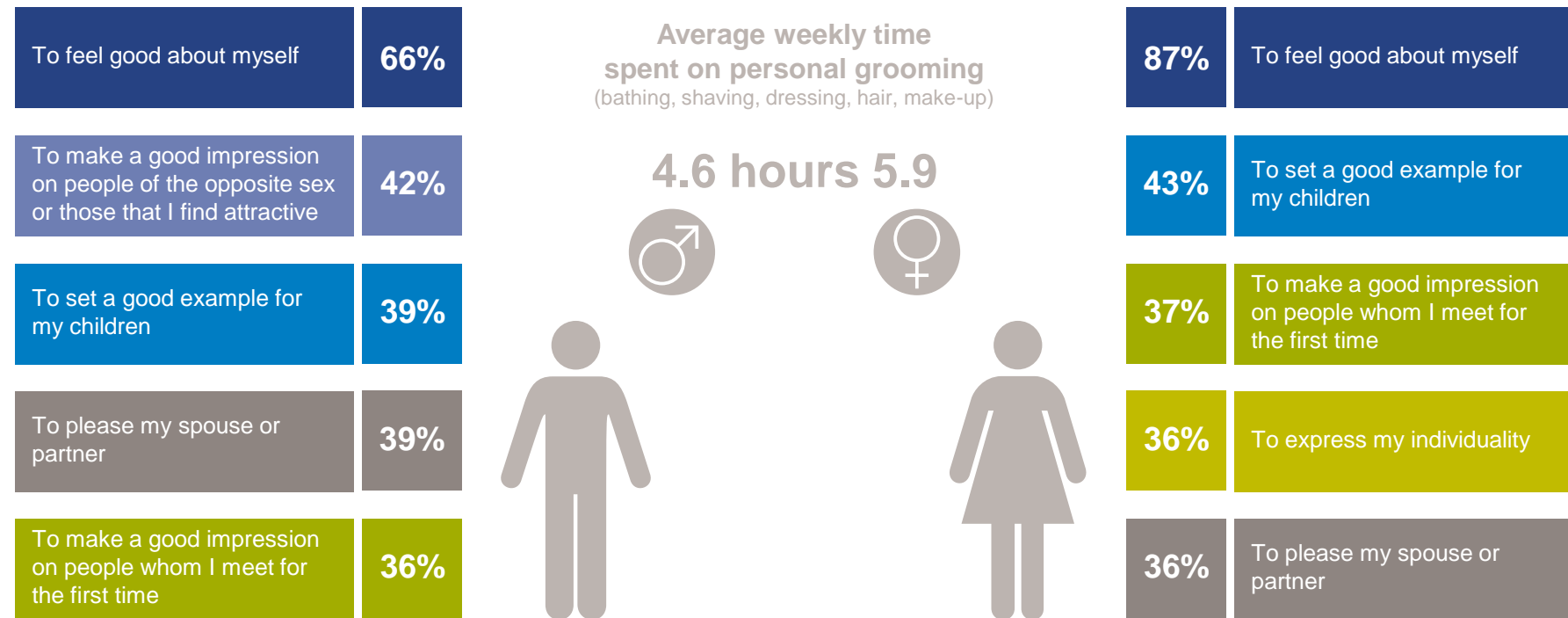
37% name this as a major reason for trying to look good



5.3 hours

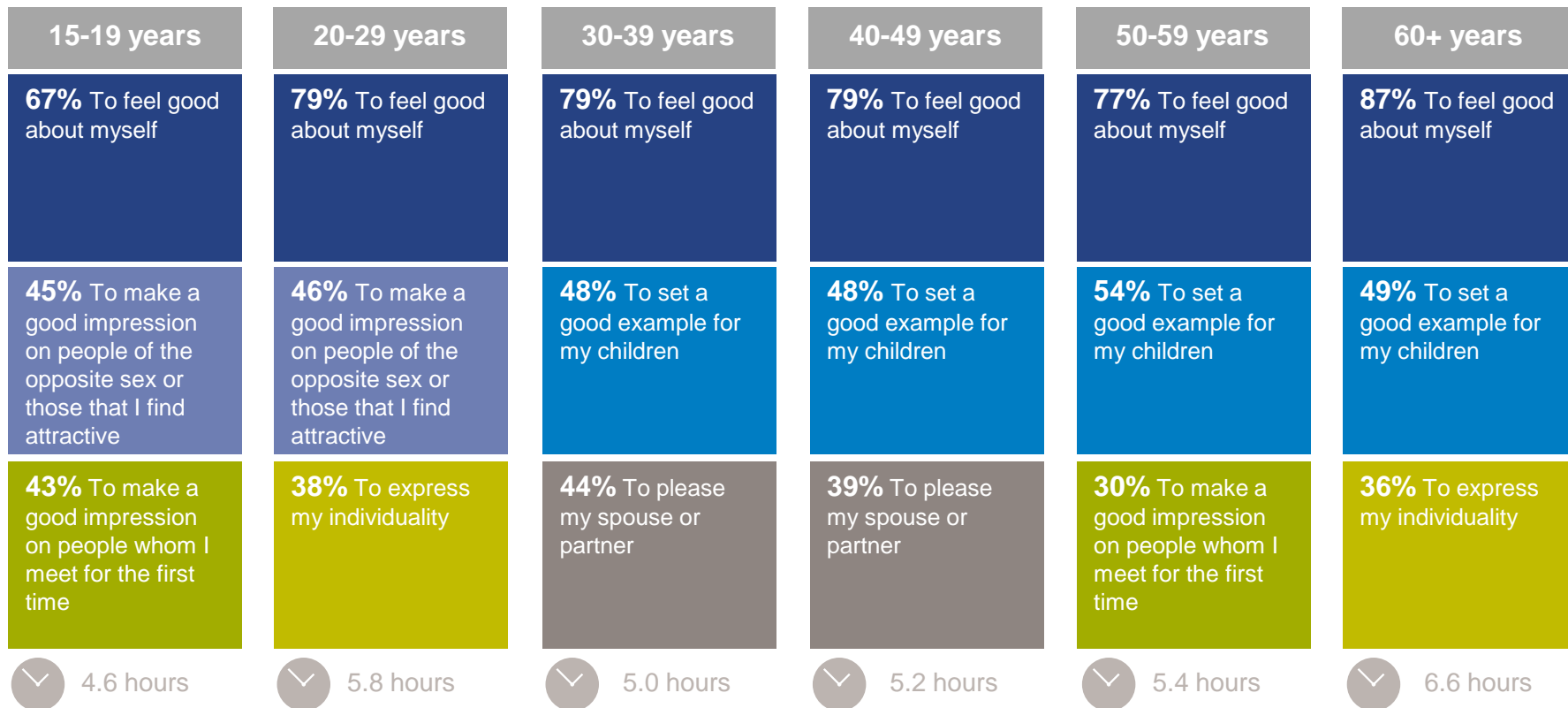
Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Argentina: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Argentina: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Brazil



Brazil: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

74% name this as a major reason for trying to look good

2

To please my spouse or partner

56% name this as a major reason for trying to look good

3

To set a good example for my children

52% name this as a major reason for trying to look good

4

Because it makes me feel in control

51% name this as a major reason for trying to look good

5

To express my individuality

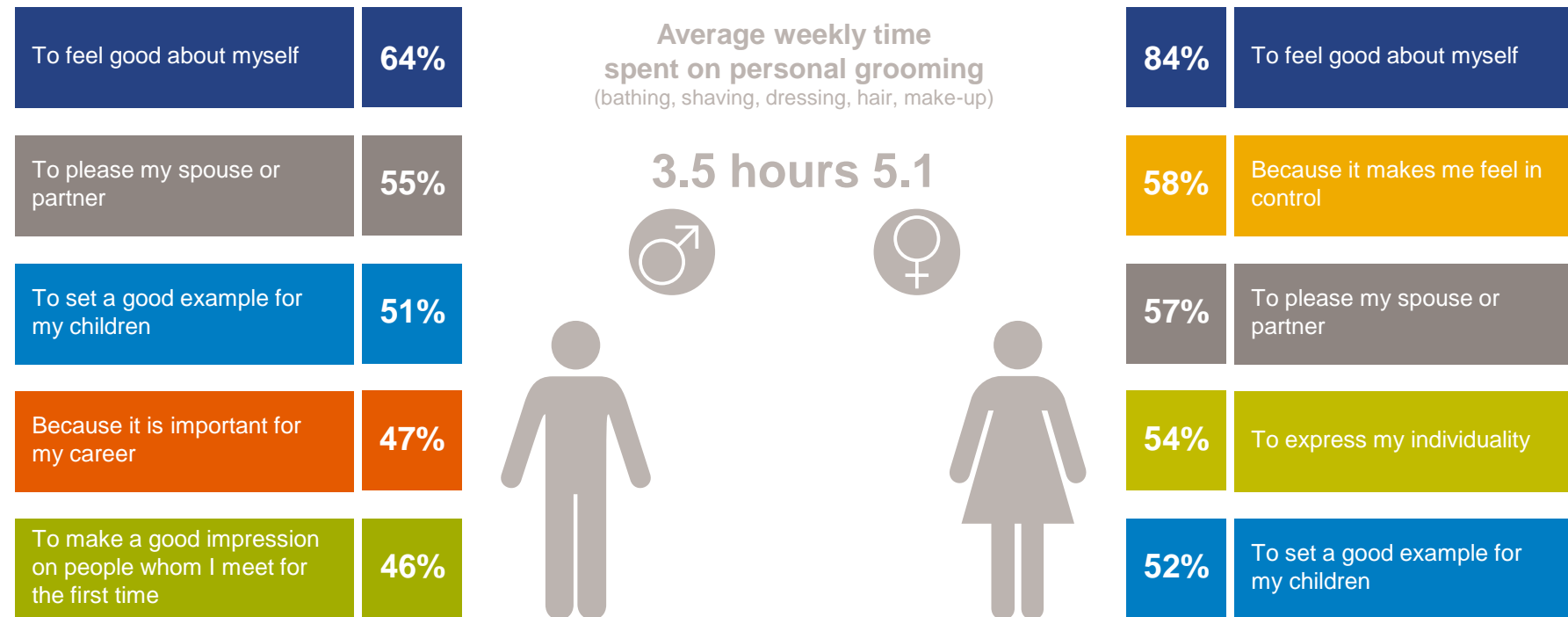
48% name this as a major reason for trying to look good



4.3 hours

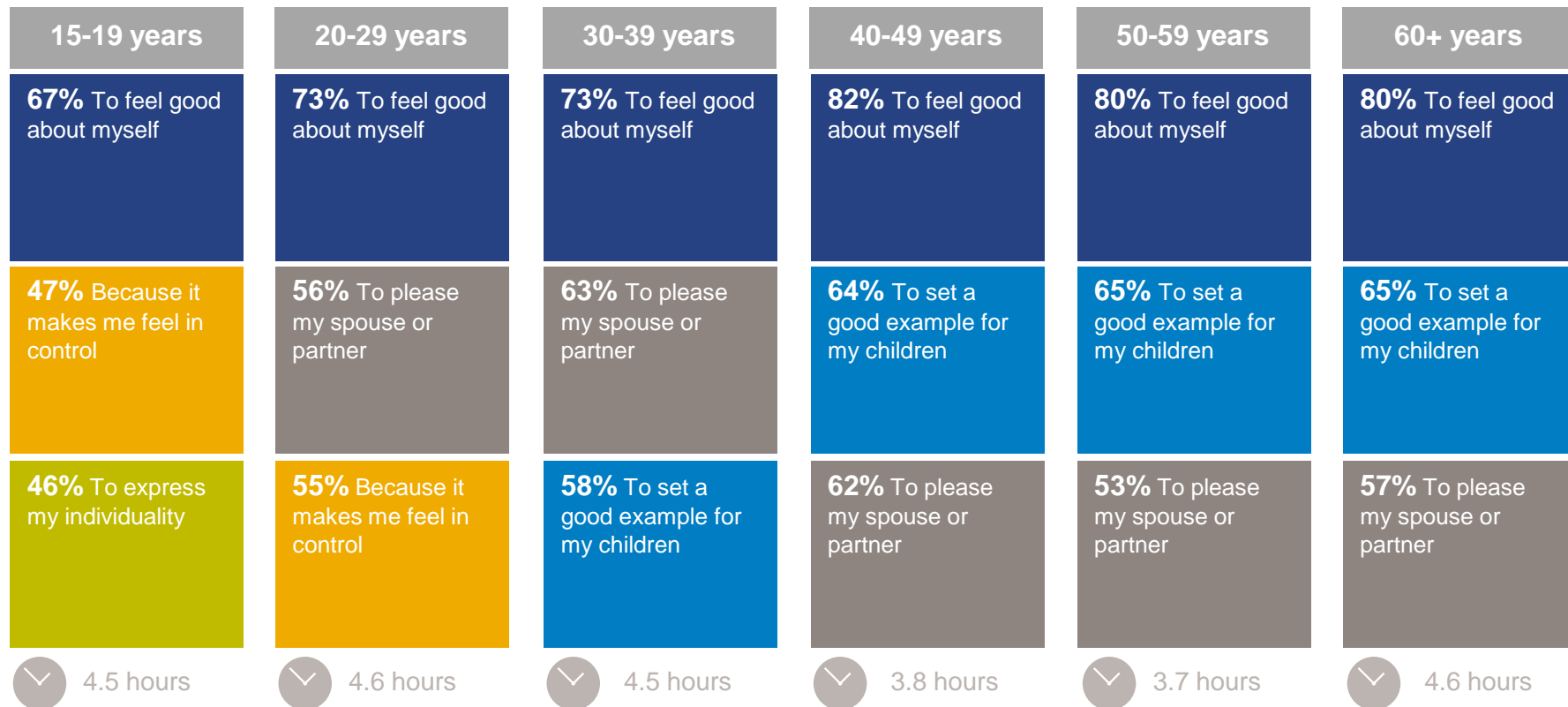
Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Brazil: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Brazil: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Mexico



Mexico: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

81% name this as a major reason for trying to look good

2

To set a good example for my children

51% name this as a major reason for trying to look good

3

To please my spouse or partner

42% name this as a major reason for trying to look good

4

To express my individuality

42% name this as a major reason for trying to look good

5

To make a good impression on people whom I meet for the first time

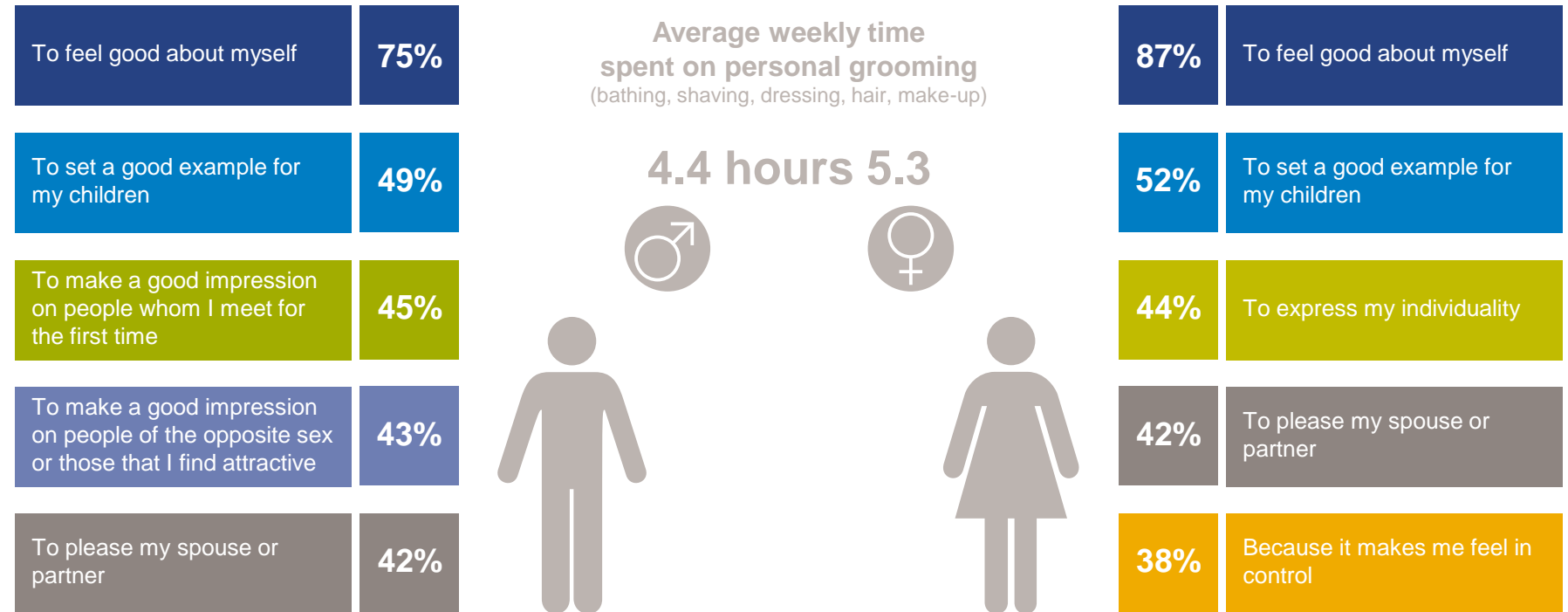
41% name this as a major reason for trying to look good



4.8 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

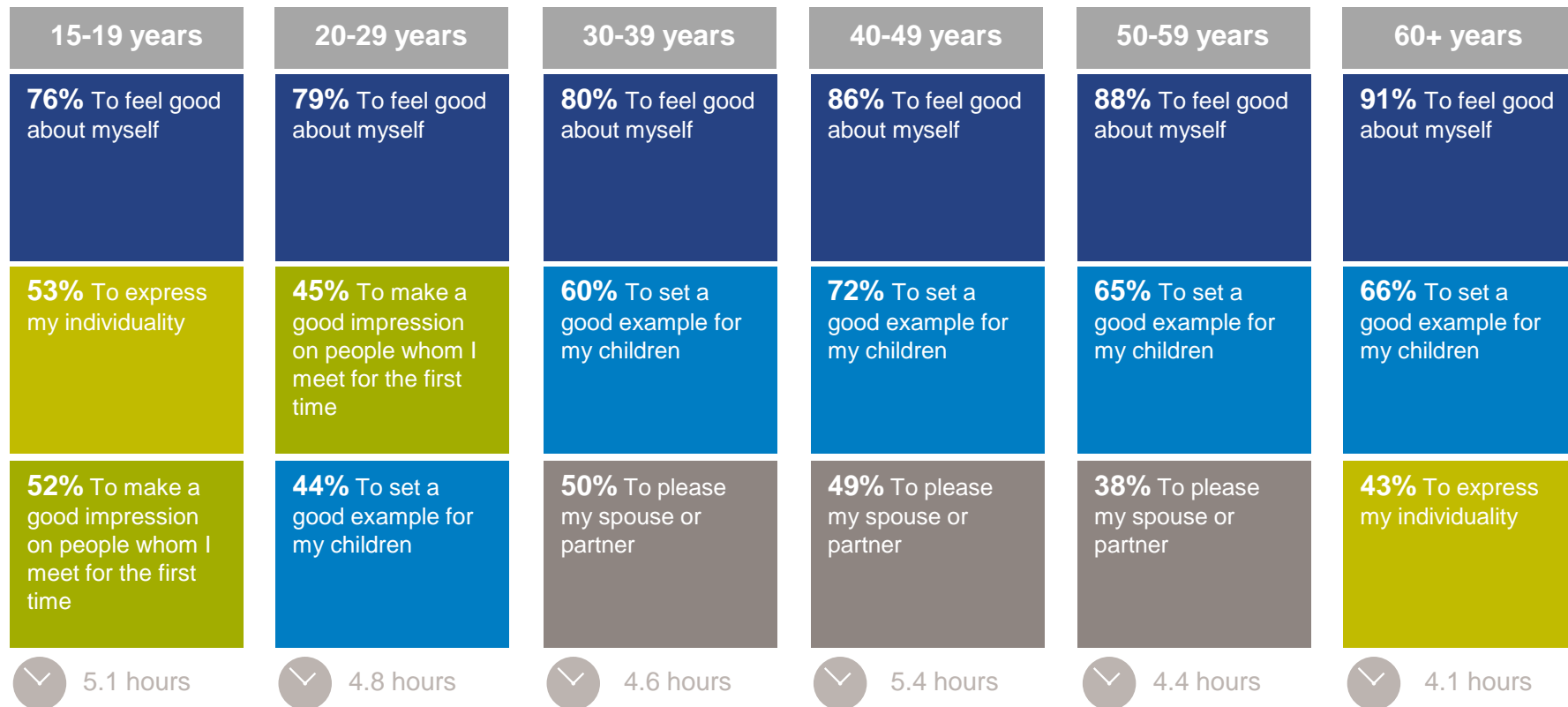
Mexico: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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Mexico: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Country results – Asia-Pacific

Australia



Australia: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

55% name this as a major reason for trying to look good

2

To make a good impression on people whom I meet for the first time

30% name this as a major reason for trying to look good

3

To express my individuality

26% name this as a major reason for trying to look good

4

Because it makes me feel in control

26% name this as a major reason for trying to look good

5

To please my spouse or partner

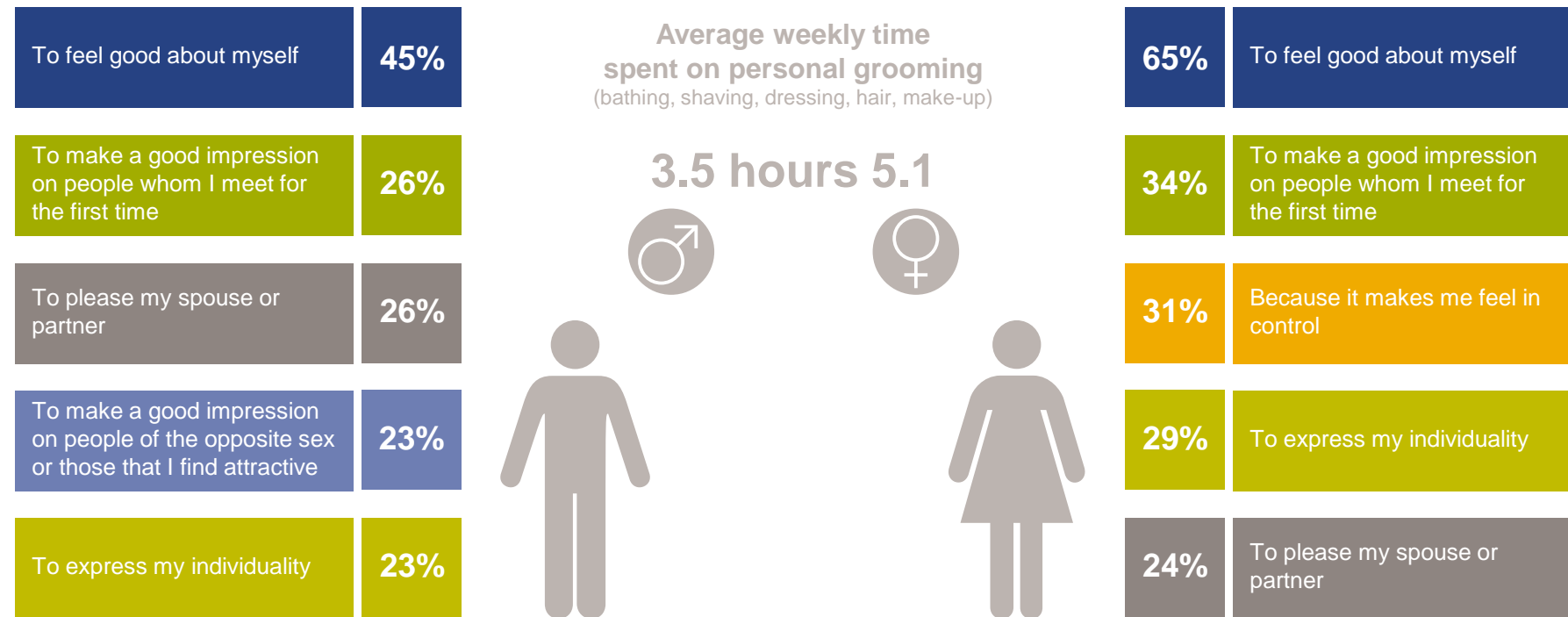
25% name this as a major reason for trying to look good



4.3 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Australia: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Australia: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

China



China: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To make a good impression on people whom I meet for the first time

55% name this as a major reason for trying to look good

2

To feel good about myself

53% name this as a major reason for trying to look good

3

To set a good example for my children

46% name this as a major reason for trying to look good

4

Because it is important for my career

40% name this as a major reason for trying to look good

5

To express my individuality

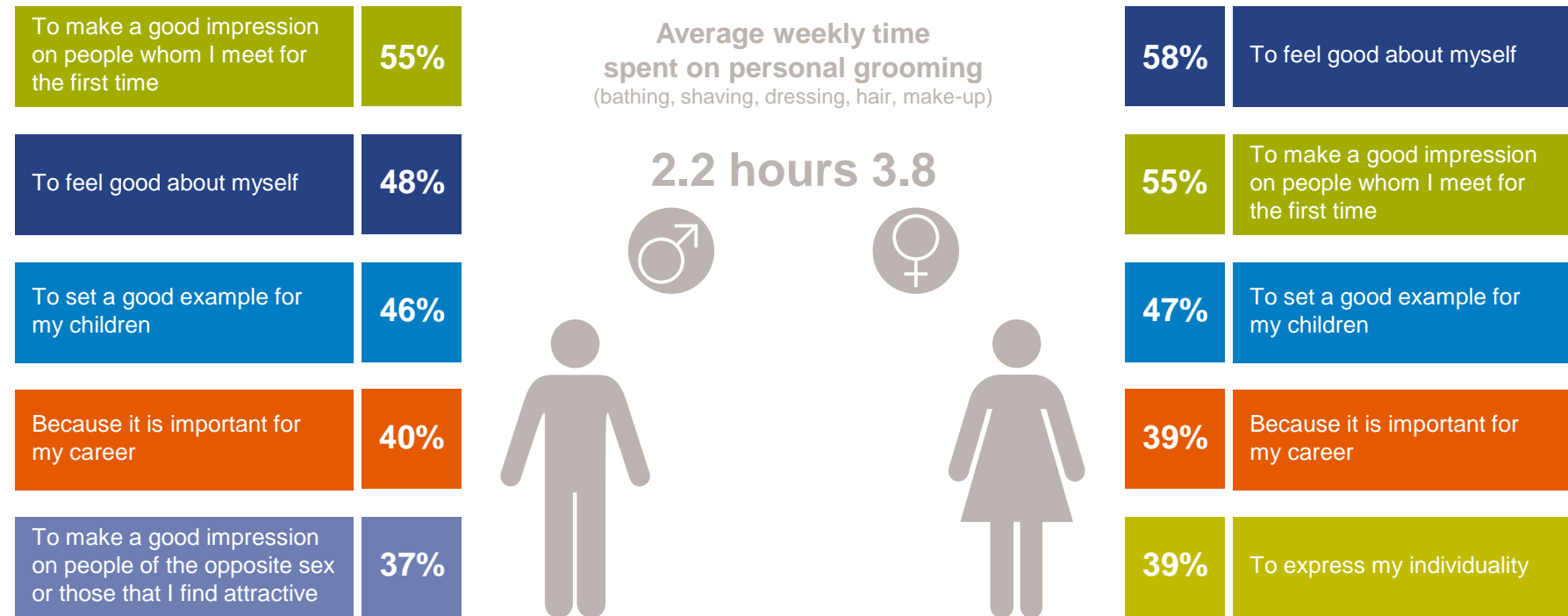
36% name this as a major reason for trying to look good



2.9 hours

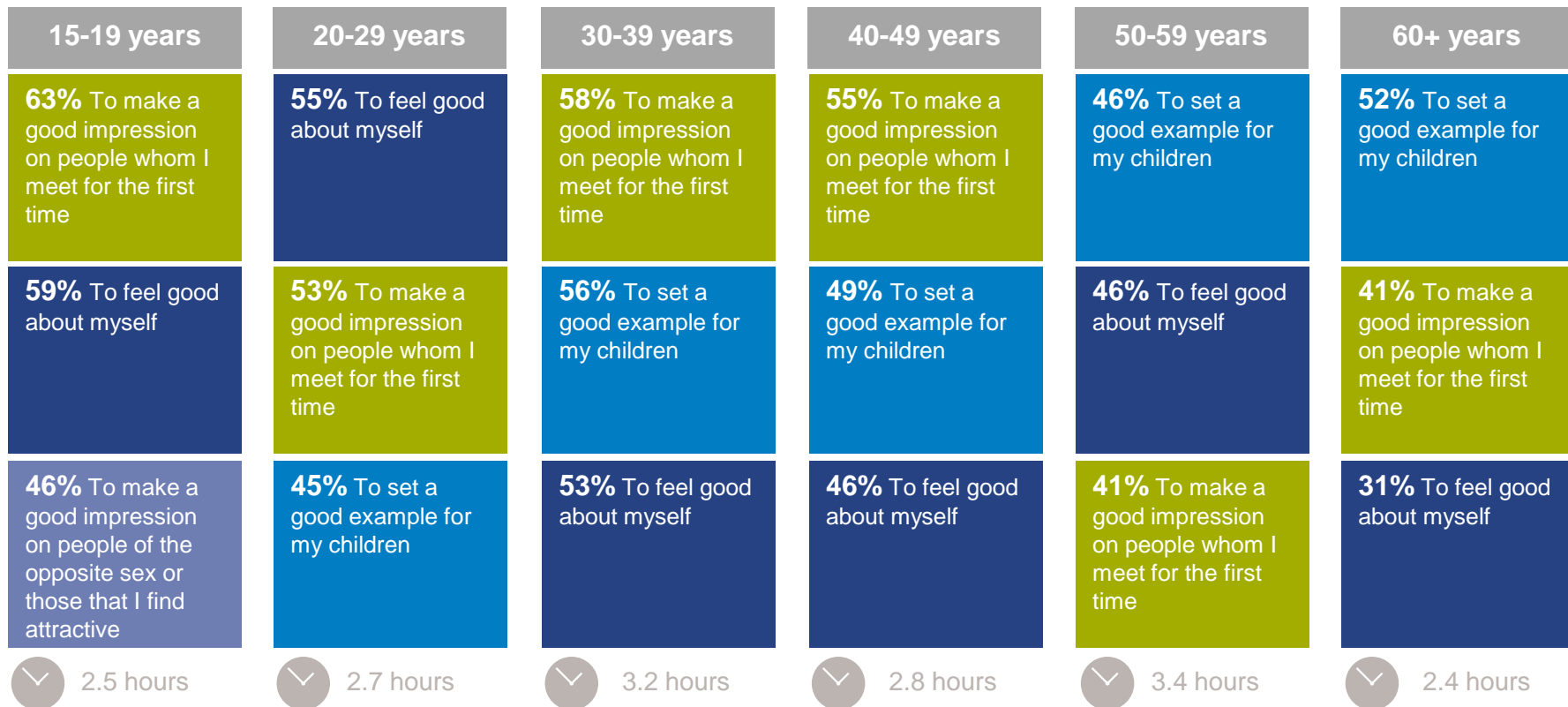
Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

China: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



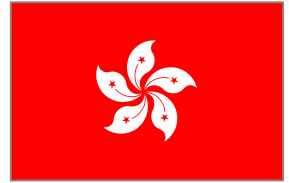
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

China: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Hong Kong



Hong Kong: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To make a good impression on people whom I meet for the first time

34% name this as a major reason for trying to look good

2

To feel good about myself

30% name this as a major reason for trying to look good

3

To set a good example for my children

29% name this as a major reason for trying to look good

4

To express my individuality

28% name this as a major reason for trying to look good

5

Because it is important for my career

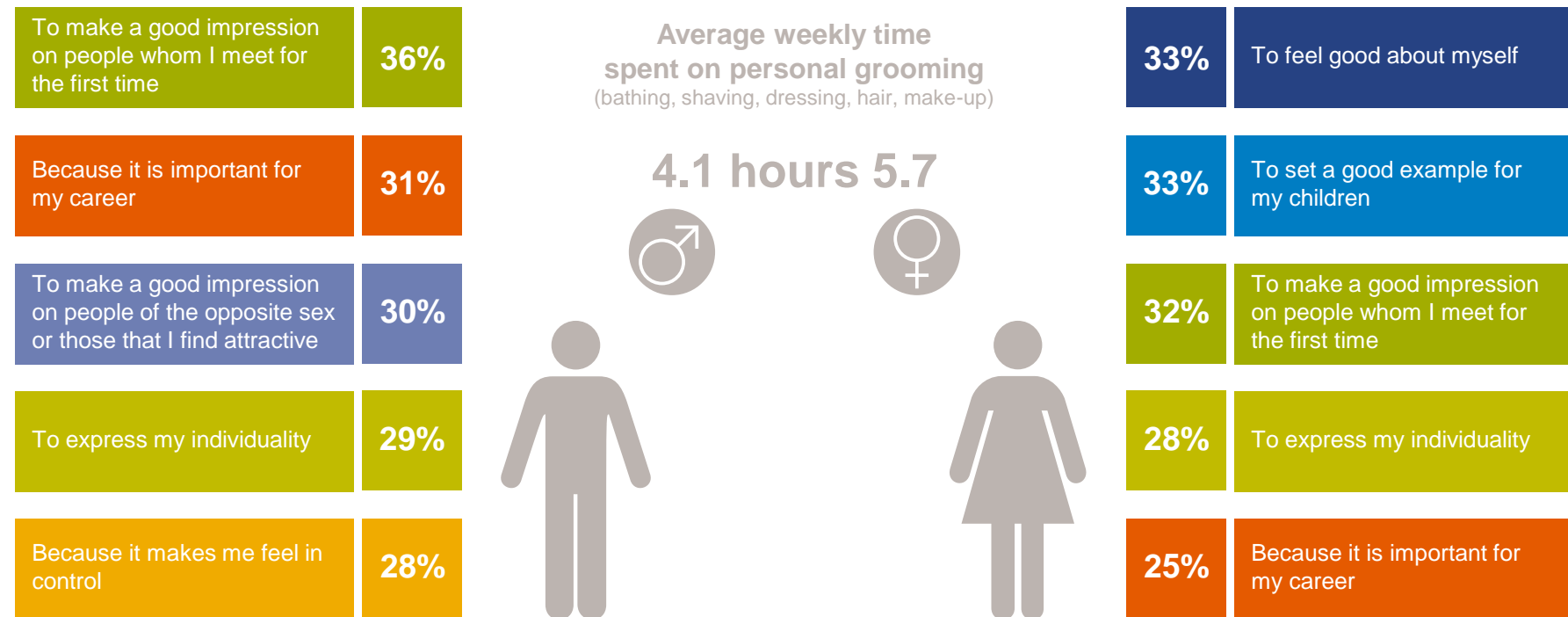
28% name this as a major reason for trying to look good



4.9 hours

Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Hong Kong: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



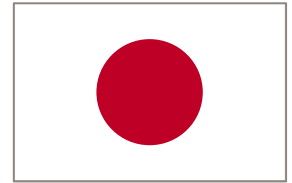
Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Hong Kong: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Japan



Japan: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

40% name this as a major reason for trying to look good

2

Because it makes me feel in control

40% name this as a major reason for trying to look good

3

To make a good impression on people whom I meet for the first time

39% name this as a major reason for trying to look good

4

To express my individuality

29% name this as a major reason for trying to look good

5

To make a good impression on people of the opposite sex or those that I find attractive

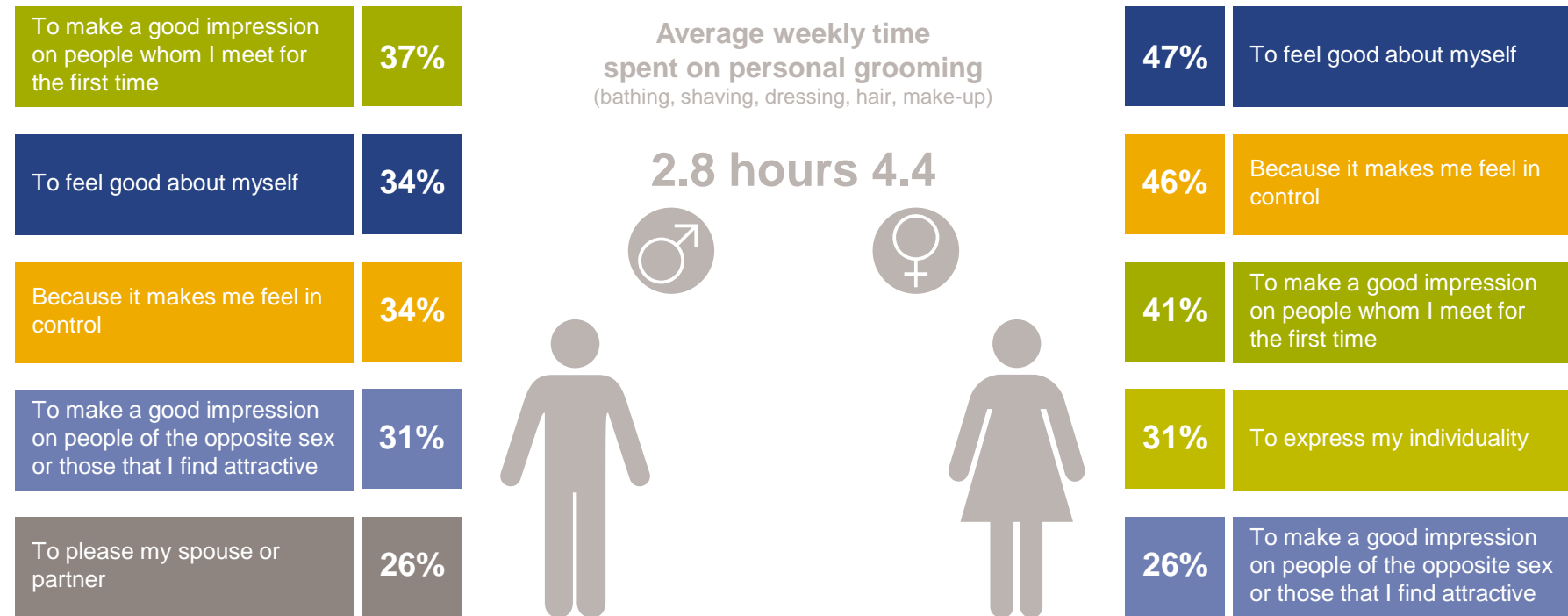
28% name this as a major reason for trying to look good



3.6 hours

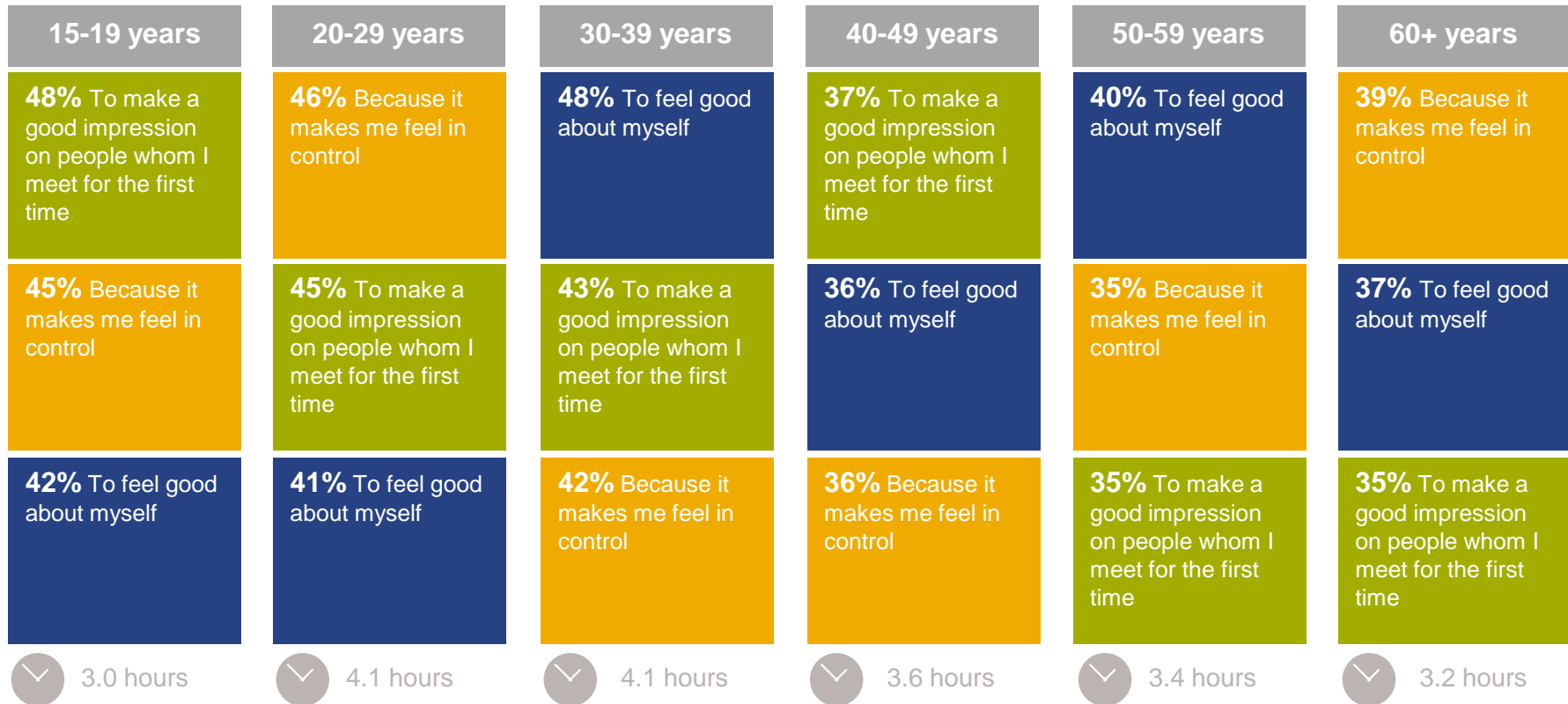
Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

Japan: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Japan: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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South Korea



South Korea: Top 5 reasons for trying to look good and average weekly time spent on personal grooming



1

To feel good about myself

51% name this as a major reason for trying to look good

2

Because it makes me feel in control

44% name this as a major reason for trying to look good

3

To make a good impression on people whom I meet for the first time

40% name this as a major reason for trying to look good

4

To set a good example for my children

35% name this as a major reason for trying to look good

5

To make a good impression on people of the opposite sex or those that I find attractive

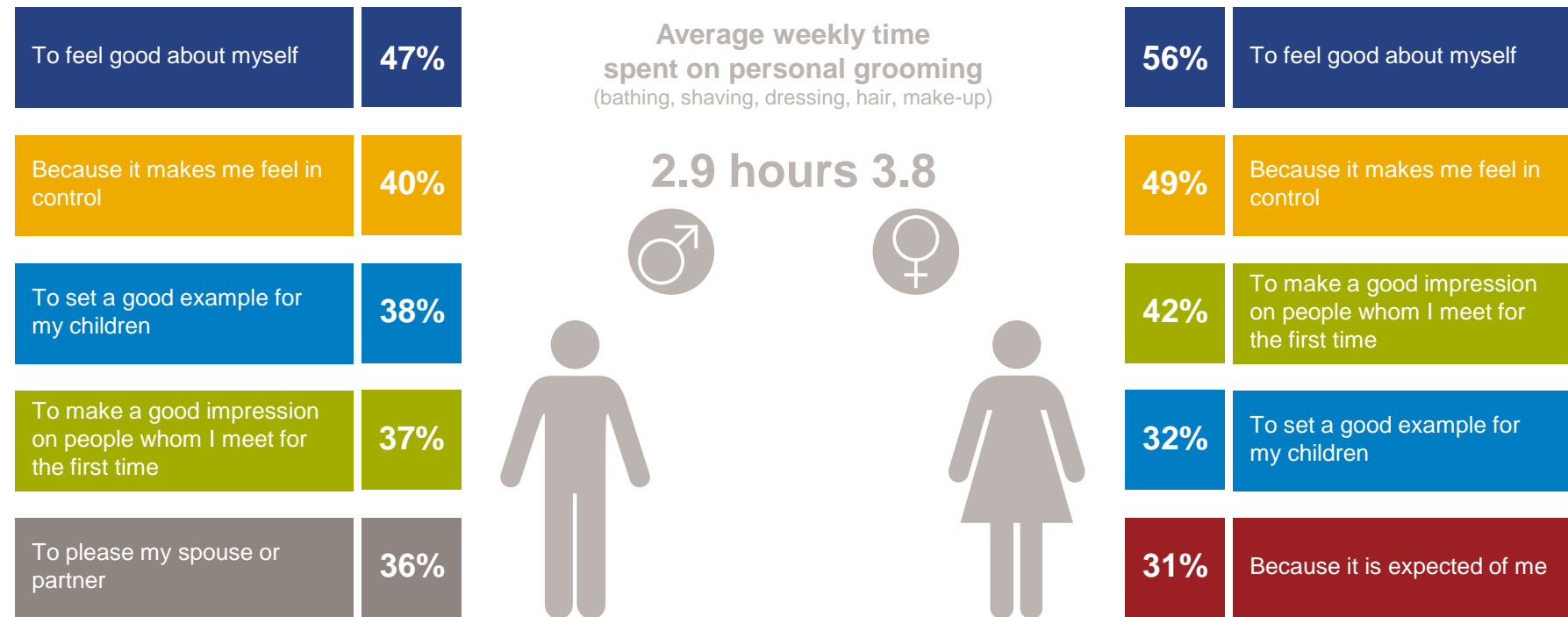
32% name this as a major reason for trying to look good



3.3 hours

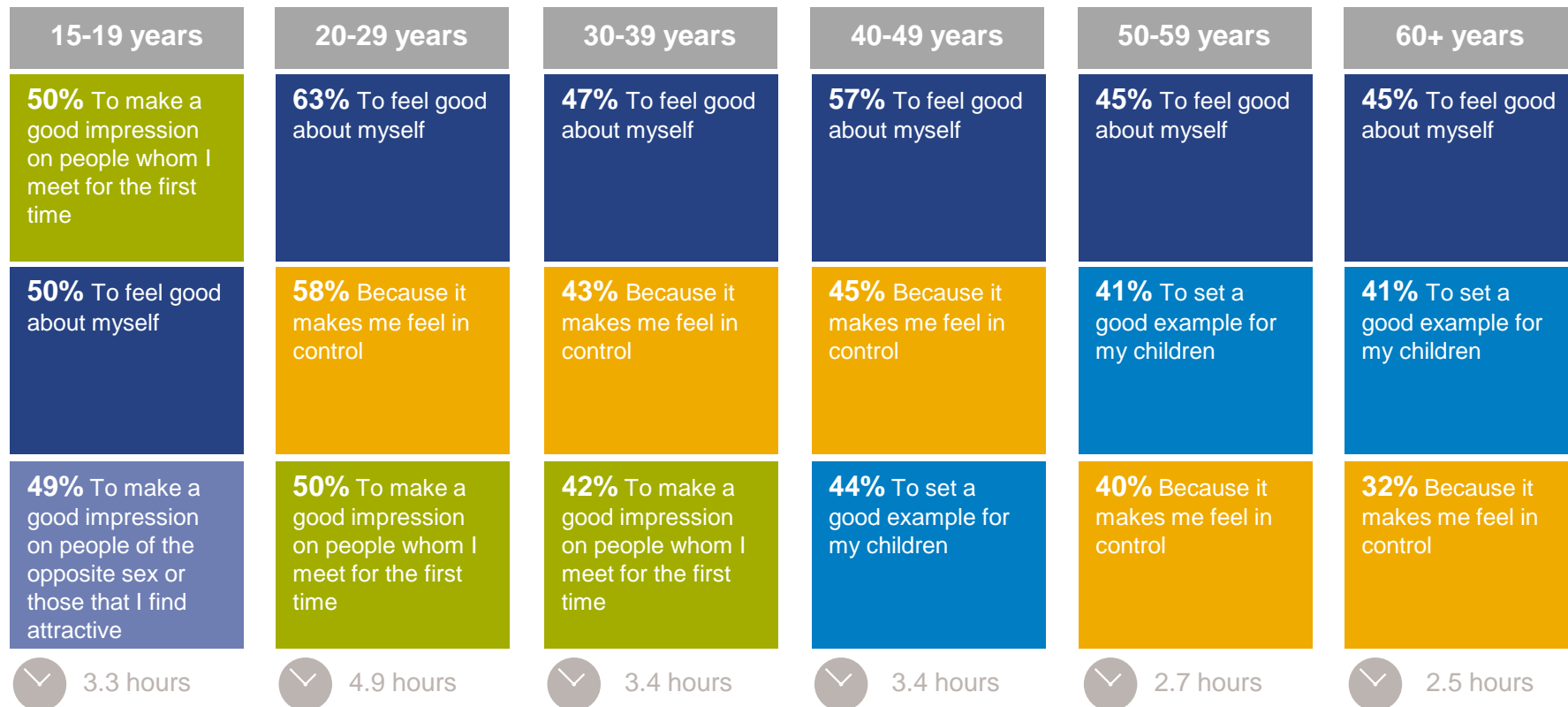
Average weekly time spent on personal grooming (bathing, shaving, dressing, hair, make-up)

South Korea: Top 5 reasons for trying to look good and average weekly time spent on personal grooming by gender



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

South Korea: Top 3 reasons for trying to look good and average weekly time spent on personal grooming by age groups



Source: GfK survey among 27,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

For more information please contact
press@gfk.com