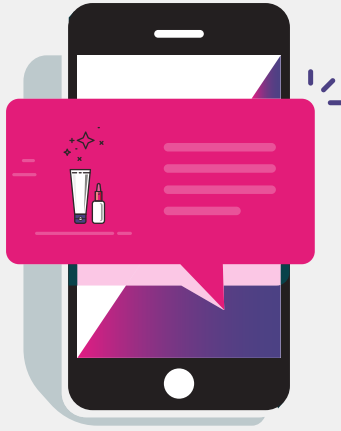


Click-to-Purchase Beauty

Our latest Glimmer community study revealed that only **7%** of women prefer to stick to what they know when it comes to buying beauty, leaving plenty of room for brands to reach new customers at every stop of her journey.

While brick-and-mortar shopping is still important in the omnichannel landscape,



it's clear that online is increasingly becoming a trusted destination for beauty consumers. 9 in 10 beauty shoppers buy in-store and online, and sometimes, they're even buying on their phones while they're in-store (we're looking at you, Gen Z).

Here's a further look at the beauty consumer and her online habits:

SHE LOVES TO LOOK & LEARN

Her online beauty behavior is all about curiosity and discovery



77%

of women say they will spend more money this year on beauty in order to **try a wider variety of products**



71%

of women love learning about the latest beauty trends and **actively seek information** about them

IN FOLLOWERS SHE TRUSTS

When asked to rate their most-trusted sources for beauty advice, women said:



1.

Family/
Friends

(in-person or social media)



2.

Social
Media



3.

Online
Reviews

BACK-POCKET BEAUTY DISCOVERY

Photo-friendly, primarily mobile social media environments are a prime platform for discovering eye-catching beauty brands and products



81% use their mobile phone to research beauty products online



70% of women learn about new beauty and personal care products on social media

WHERE SHE CLICKS "PURCHASE"



Her go-to online destinations for buying beauty:

1. Amazon
2. Sephora.com
3. Ulta.com
4. Walmart.com
5. Target.com

SORRY, DOC...



Only **8%** consider a dermatologist, doctor, or aesthetician as one of their trusted sources for beauty and skin care.