

Beauty Influencers and Educators: Inc Impact of COVID-19 - UK - May 2020

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on BPC research and purchase channels
- Consumer perceptions of BPC influencers and educators
- How COVID-19 will change consumer attitudes towards BPC influencers and educators
- Factors that influence consumers' trust in BPC advice and information
- Consumer interaction with BPC content on social media.

Consumers are using a wide range of sources for beauty and grooming information. Whilst stores remain the primary channel, with 50% of BPC consumers getting beauty/grooming information in-store, online's influence is growing. COVID-19 will encourage this shift as consumers who otherwise would have sought advice and expertise in-store will be forced to look for online alternatives. As a result, retailers to date have fuelled investment into both in-store and online customer services as separate entities. However, more emphasis needs to be placed on connecting the two channels.

Social media has become more important in recent years and now drives a significant amount of BPC purchasing. However, trust in social media content is waning as just 24% of social media users trust sponsored posts about beauty/grooming products, whilst only 12% of consumers think bloggers, vloggers and social media personalities are a knowledgeable source of beauty/grooming advice. This will force BPC brands to become more creative and place more emphasis on authentic content, with a shift away from partnerships with social media personalities expected.



"In search of impartial advice without pressure to purchase, BPC consumers are turning to the online channel for beauty and grooming advice and expertise. The COVID-19 outbreak will accelerate this shift as retailers placed their online services front and centre during the lockdown."

- **Samantha Dover, Senior Beauty and Personal Care Analyst, 18 May 2020**

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