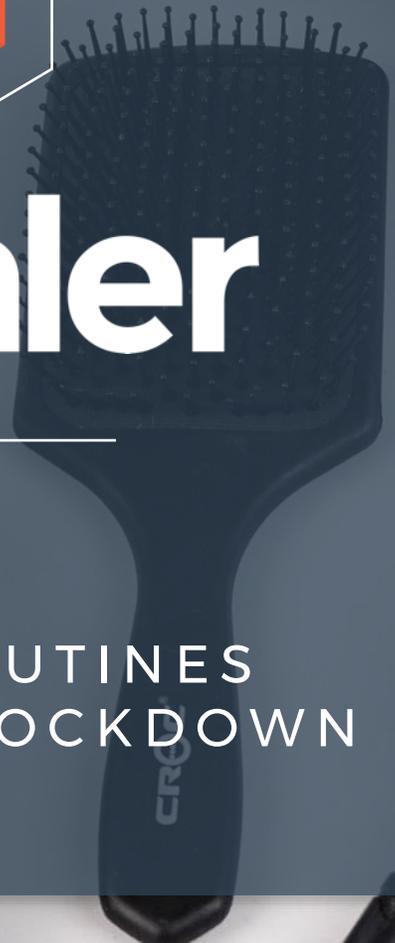
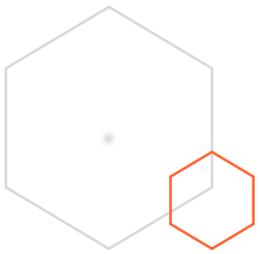




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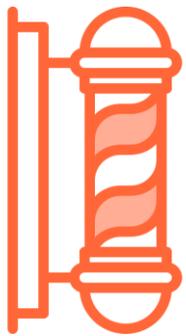
BEAUTY ROUTINES
IN TIMES OF LOCKDOWN





INTRO

Starting from May 2020, most beauty salons in Europe are allowed to open their doors again; but for the past two months consumers have been forced to take care of their hair, skin, nails and beards without the help of professionals.



For this reason we asked our large community of mobile users to tell us more about their lockdown beauty routines.

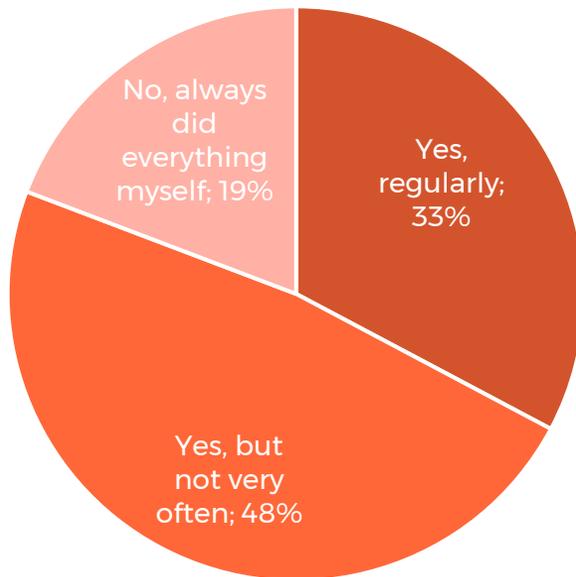
Curious to learn if and how European consumers have dealt with their haircuts and more during the lockdown? Read all the findings in our latest [Consumer Report](#).



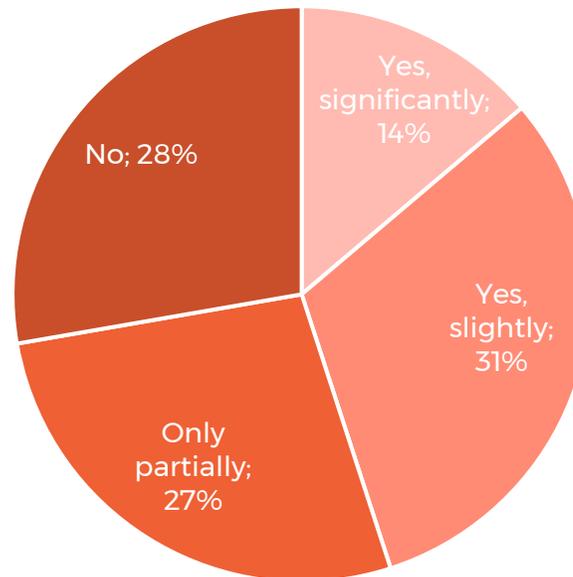
BEAUTY ROUTINES CHANGED DURING COVID

With beauty salons being closed during COVID-19, more than **70%** of Europeans have experienced a change in their beauty routines (from significantly to partially). Only about **15%** of participants state they will wait to visit a professional, whereas **29%** tries to do as much as possible by themselves, and another **56%** only perform treatments they feel confident about.

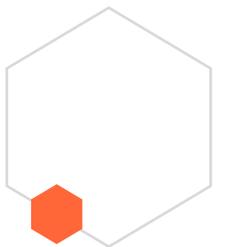
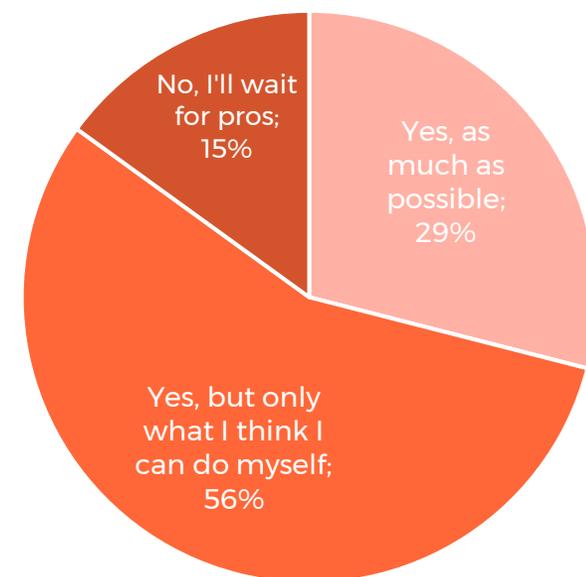
DO YOU VISIT BEAUTY PROFS REGULARLY?

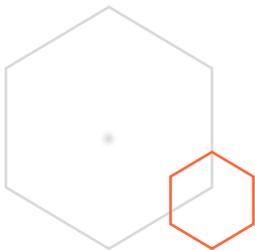


HAD COVID-19 CHANGED YOUR BEAUTY ROUTINES?



ARE YOU DOING TREATMENTS YOURSELF DURING COVID?





HAIRCUTS AND MANICURES ARE THE MOST POPULAR DIY TREATMENTS

Most beauty treatments performed at home have recorded an increase during the COVID lockdowns.



Cutting hair

Before vs. After

17% **29%**

+
12%



Hair dyeing

Before vs. After

17% **20%**

+
3%



Nails

Before vs. After

42% **51%**

+
9%



Face & Body treatments

Before vs. After

34% **38%**

+
4%

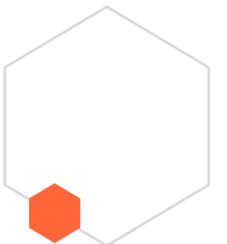


Hair removal

Before vs. After

57% **60%**

+
3%



SUPERMARKETS THE MOST POPULAR CHANNEL

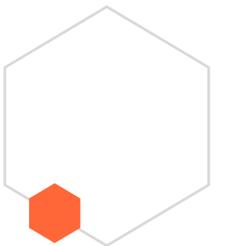
While **34%** of Europeans state they haven't bought any beauty products during the lockdown, the majority of shoppers have purchased regular products (**47%**), professional products (**7%**), and specific products and tools (**15%**). Supermarkets and e-commerce websites score as the most popular shopping channels.

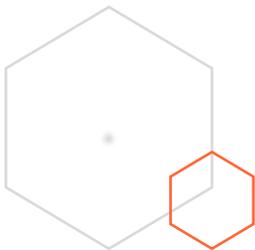


BOUGHT PRODUCTS **DURING LOCKDOWN?**

| | |
|---------------------------------------|------------|
| "Yes, high-end/professional products" | 7% |
| "Yes, specific products and tools" | 15% |
| "Yes, my regular beauty products" | 47% |
| "No, not yet" | 34% |

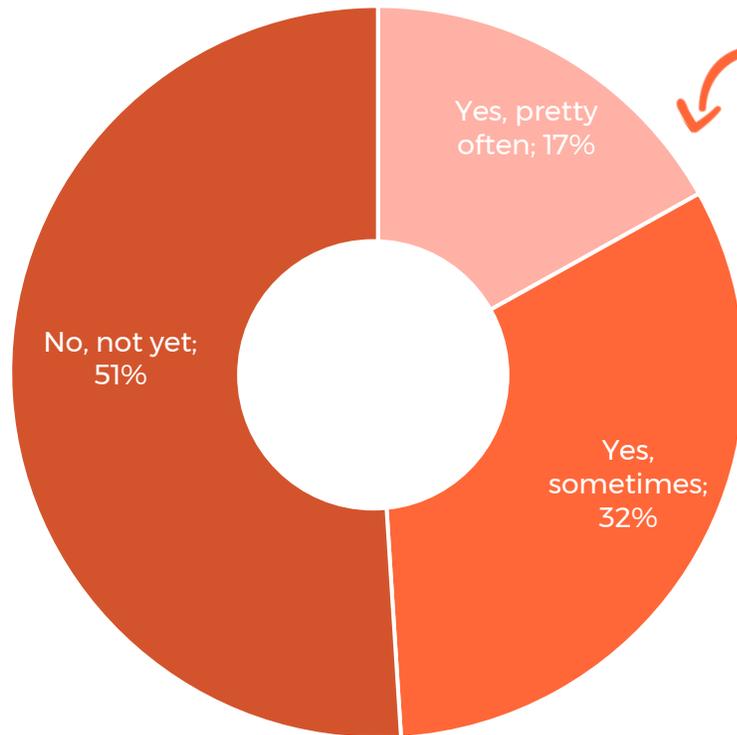
"WHERE DID YOU BUY THE PRODUCTS?"





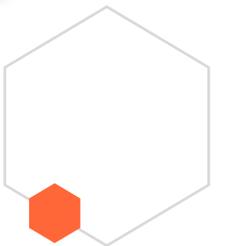
OUT-OF-STOCK EXPERIENCED BY 50% OF SHOPPERS

During the lockdown phase, a significant part of **49%** of European consumers have experienced out-of-stock situations, with their beauty products missing from the shelves.



FUN FACTS:

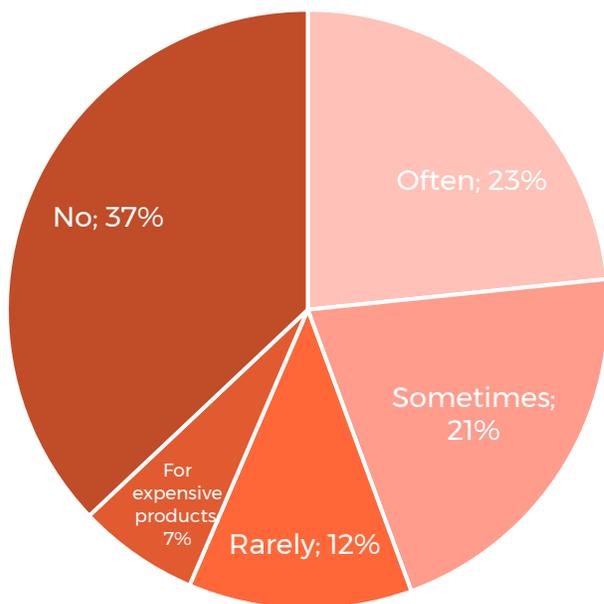
- UK residents have experienced the most out-of-stock situations when it comes to shopping for beauty products (**66%** - “sometimes” and “often” aggregated).
- The Netherlands and France have experienced the least out-of-stocks. **68%** of Dutch participants say not to have experienced OOS yet, as well as **61%** of the French.



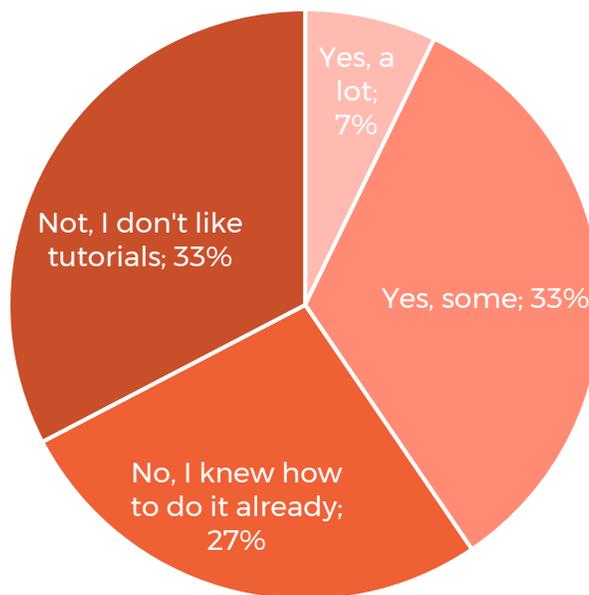
ONLINE RESEARCH AND ADVICE

When it comes to picking up the most suitable products, more than **40%** of Europeans state to conduct online research. Tutorials on how to perform the most common treatments have also become popular for most consumers (**40%**). On a different note, a considerable part of shoppers relies on the advice of their own beauty specialist (**22%**) and friends and family (**27%**).

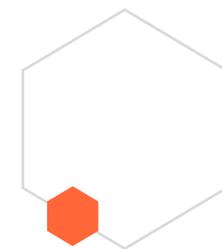
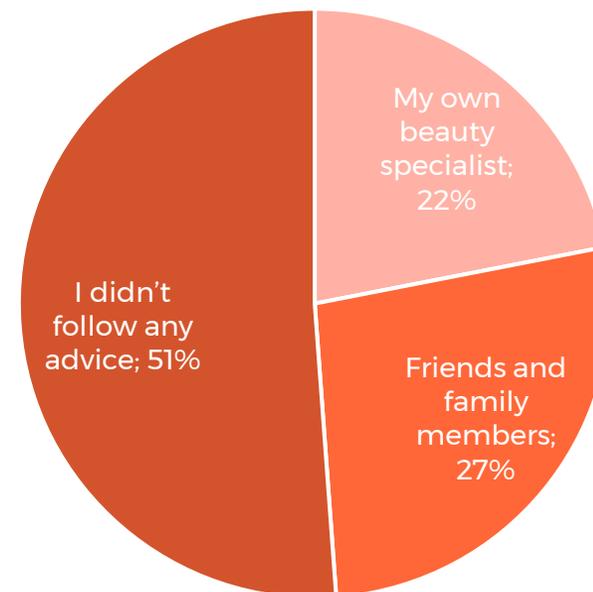
ONLINE RESEARCH?



ONLINE TUTORIALS?



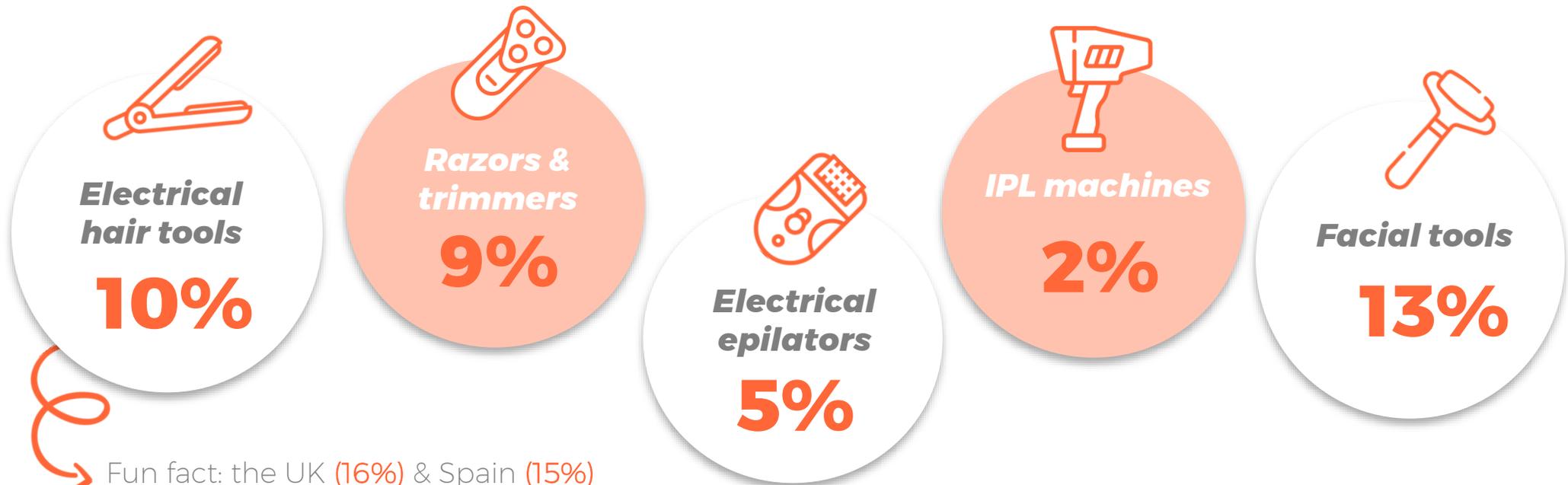
ADVICE FROM?



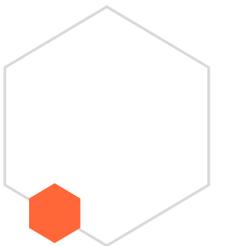


THE MOST BOUGHT BEAUTY TOOLS

Electrical hair tools such as curling irons or straighteners (10%), and facial tools such as steam machines or facial rollers (13%) score as the most popular beauty care items bought during the lockdown.



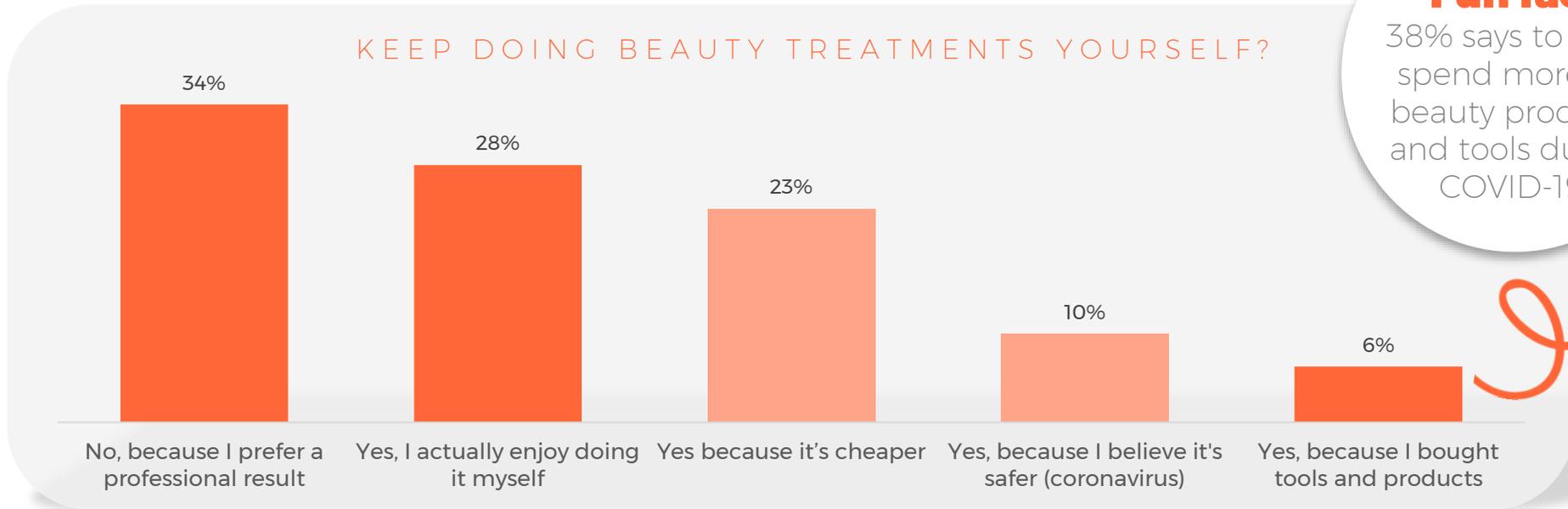
Fun fact: the UK (16%) & Spain (15%) score the highest!





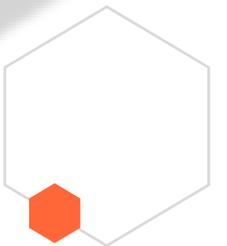
ARE WE INSPIRED?

Could it be that Europeans have actually enjoyed performing at-home professional beauty treatments? The statistics show that in fact **66%** does. **34%** of consumers, however, still prefer the results achieved by professionals and will go back to beauty salons as soon as possible!



Fun fact

38% says to have spend more on beauty products and tools during COVID-19!





CROWDSOURCING SOLUTIONS FOR FIELD MARKETING

The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during the month of May 2020. The purpose was to determine the crowd's practices when it comes to adapting new beauty routines during lockdown in times of COVID-19. The findings take into account data collected from **3.344** respondents, located in Italy, France, Spain, the UK, Belgium and the Netherlands.

Would you like to receive more information?

Contact us at press@roamler.com

www.roamler.com