

Chart of the Day






5 JULY



1 in 5 Young Beauty Fans Discover New Brands via Vlogs




Young Beauty Fans' Top Sources of Brand Discovery*

% of 16-24 year old Beauty Fans who discover new brands or products via the following channels

 Online Ads	40%
 TV Ads	40%
 Search engines	39%
 Word-of-mouth recommendation	38%
 Recommendation on a social network	36%

*Beauty Fans are defined as internet users who have a strong interest in beauty products

Top 3 Over-Indexes

	Idx**	%
 Post or review from an expert blogger	1.67	26%
 Vlogs	1.66	21%
 In-store product displays or promotions	1.58	28%

** Indexes are against all internet users aged 16-24

Question: In which of the following ways are you most likely to find out about new brands, products, or services? | **Source:** GlobalWebIndex Q1 2017 | **Base:** 5,494 Beauty Fans aged 16-24