



BEAUTY IN THE TIME OF CORONAVIRUS

What changes are waiting
for us in the future?

By Venas Consulting
May 2020



HELLO!

It's been a while we see
each other in person. We
hope you are well.

TABLE OF CONTENTS

3



01

Introduction

A little bit about Venas Consulting

02

Presentation

Insight we get from the recent survey

03

Conclusion

What we can learn from these findings

VENAS IN A NUTSHELL

Venas is a consulting company that delivers data driven and targeted solutions for brands aiming to be at the forefront of consumers' mind. Venas help companies position themselves as an innovative and consumer-oriented brand by delivering well researched products that fulfill the needs of the consumers and top it with the right communication plan that are targeted and in line with the company's goals.



OUR TEAM

5

We're a team of highly driven women who are industry veterans, combining multitude of skills in product trend, content strategy, content creation, digital marketing and deep understanding of the beauty audience.



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WHAT WE DO

6



Brand Audit

Help brands sharpening their positioning and plan corrective strategies, able to match product/recommendation with the right target audience/consumers.



Customer Experience Optimization

Increase customer stickiness by helping brands to create a seamless experience for the customers.



Product Research & Development

Walking alongside of brands from ideation stage to inception all the way to growth, we help you discover untapped product and service opportunities, all via our customer-centric approach.

BEAUTY HABIT DURING QUARANTINE

How this unprecedented
time change the behavior
of beauty consumers.



GENERAL INFO

8

01



Survey Period

8 - 12 May 2020
4 days

02



Total Respondents

2597

03

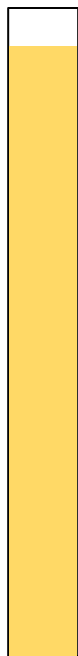


Promotions

Venas consultants
social media
accounts (Instagram,
Twitter, YouTube)

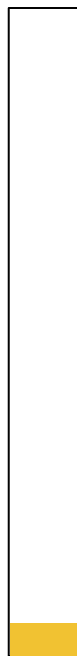
GENDER

9



96,2%

Female



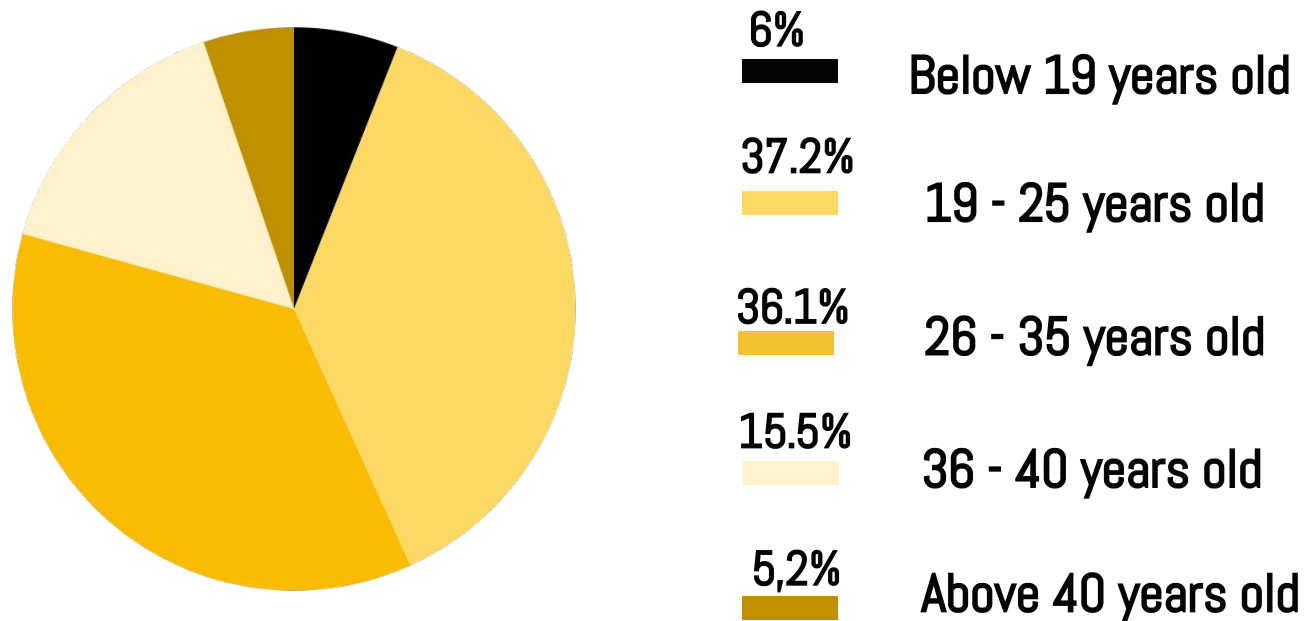
3,8%

Male



DEMOGRAPHY

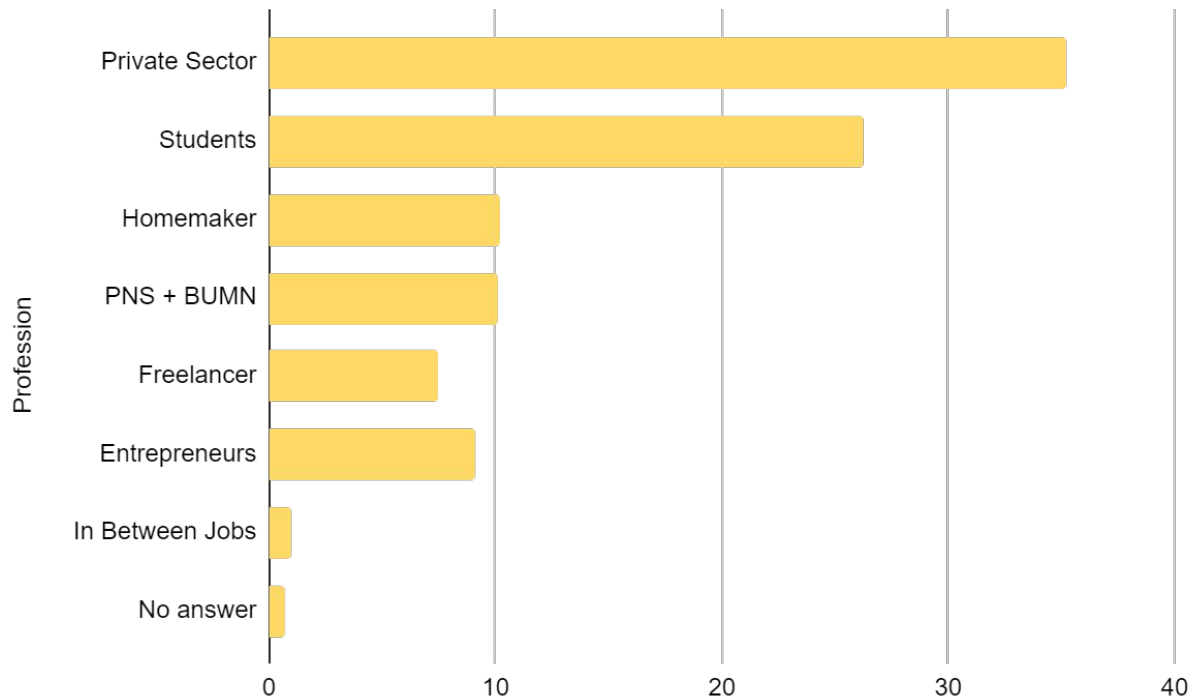
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PROFESSION

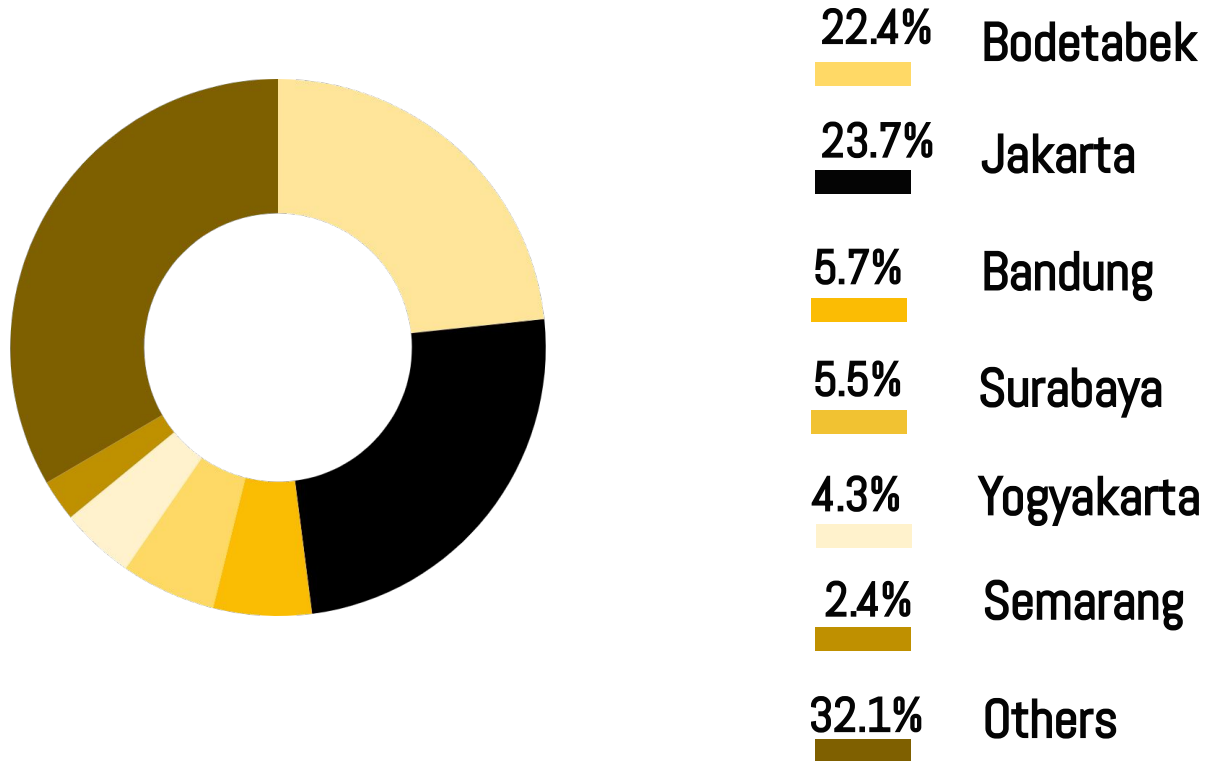
11

WHAT DO THEY
DO?



LOCATION

12



SOCIAL DISTANCING

13

DO YOU STILL
LEAVE THE
HOUSE DURING
THE
QUARANTINE?

● Yes

- But only when necessary (66.4%)
- I'm obliged to go out (15.9%)
- I still do my regular activities (2.5%)

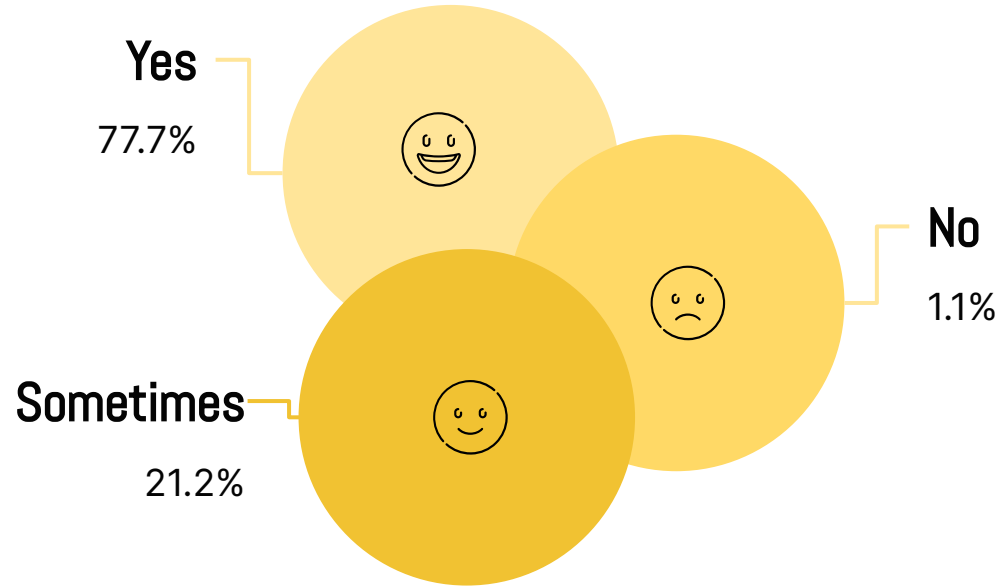
● No

- I never go out at all (15.1%)

Beauty Habit



DO YOU STICK TO YOUR REGULAR SKINCARE ROUTINE?



TOP 7 MOST USED SKINCARE PRODUCTS

16



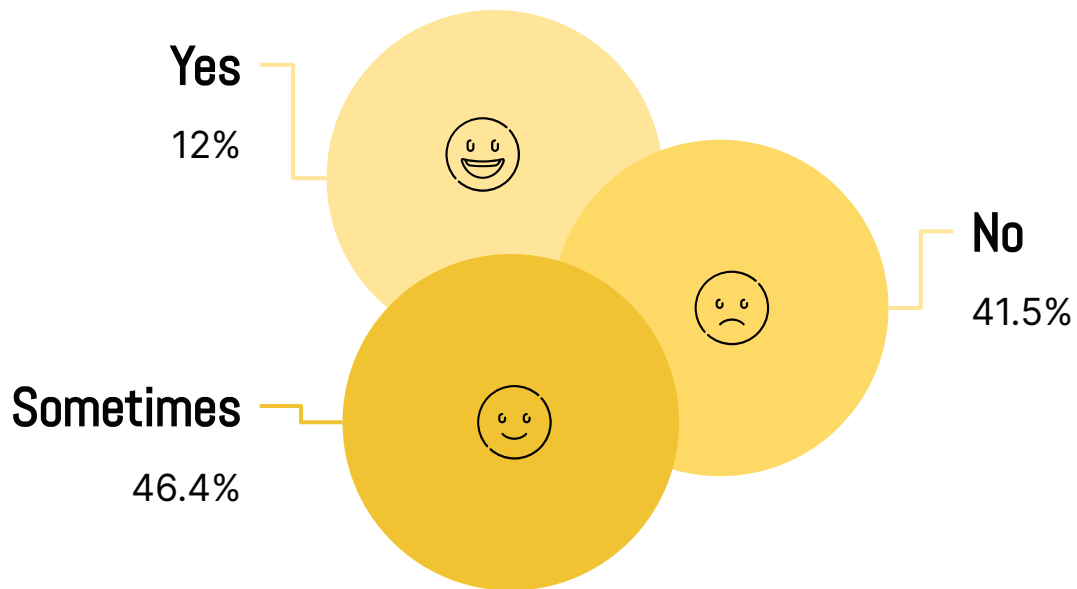
- Cleansers - 95.1%
- Essence / Toner - 89.4%
- Moisturizer - 86.6%
- Sunscreen - 76.5%
- Serum / Ampoule - 73.9%
- Masks - 66.5%
- Eye Cream - 35.6%
- Others (face oil, lip care, physical exfoliator, acne treatment, brow/lash serum, hair and body care, face tools, beauty supplements, face mist.)

95% use 3 or more skincare products during the quarantine

Most common combination: cleansers +
moisturizers + sunscreen

DO YOU USE MAKEUP DURING THIS PERIOD?

18



TOP 5 MOST USED MAKEUP PRODUCTS

19



- Lip Product - 55.9%
- Base - 32.4%
- Eye - 25.5%
- Blush - 19.7%
- Highlighter / Bronzer / Contour - 6.7%

45% still use 2 or
more makeup
products during the
quarantine

Most common combination:
lip product + eyebrow





CHANGES IN SPENDING HABIT

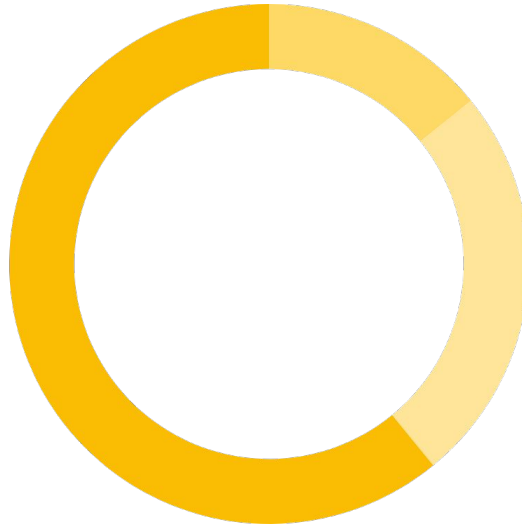
Are they really shopping
less?

ARE THERE ANY CHANGES TO YOUR SHOPPING HABIT?

22

Less Frequent
60.9%

They only shop for
essential items or
items that need to be
replenished



More Frequent
14.2%

They shop more
frequently and buy
more items

No change
24.9%

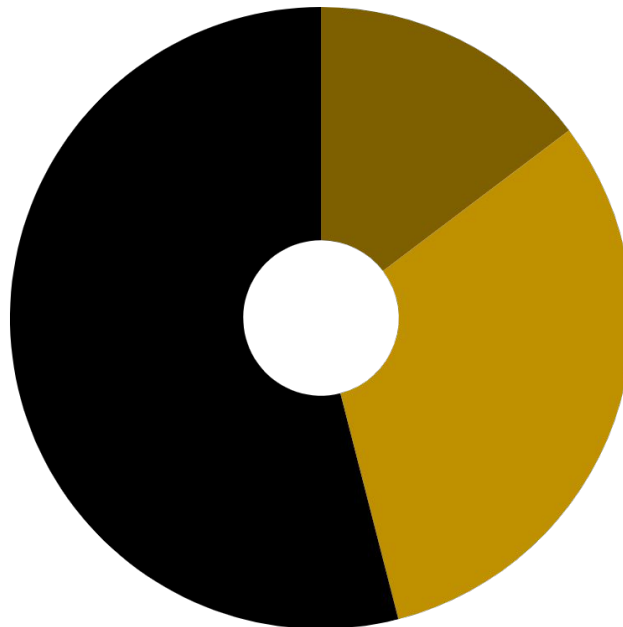
There is no change in
the frequency or
amount of items they
shop for

ARE THERE ANY CHANGES TO YOUR SHOPPING BUDGET?

23

Less Budget
54%

They spend less on
beauty products
during the quarantine



More Budget
14.7%

Their spending
increased since the
quarantine started

No change
31.3%

There is no change in
their shopping budget
for beauty products

Homemakers and civil servants
don't experience any change in
their shopping habit, while
students shop more.

WHO SPEND THE MOST?

25



- More frequently - In between jobbers (19.2%), Students (18.1%), Civil Servants (18%)
- The same - Homemakers (31.3%), Civil Servants (26.4%), Private Sectors (25%)
- Less Frequent - Entrepreneurs (71.2%), Freelancers (68.7%), Private Sectors (60.6%)

TOP 5 MOST PURCHASED BEAUTY PRODUCTS

26



- Body Care - 66.8%
- Hair Care - 59.4%
- Masks - 45.6%
- Cleansers - 37.7%
- Moisturizers - 28.3%

TOP 5 MOST PURCHASED NON-BEAUTY PRODUCTS

27

- Fashion 41.7%
- Kitchen utensils 38.9%
- Cleaning tools 32.3%
- Hobbies + plants 24.2%
- Home accessories 21.3%



DO YOU SHOP BECAUSE OF PROMOS / DISCOUNTS?

28

No - 13.3%

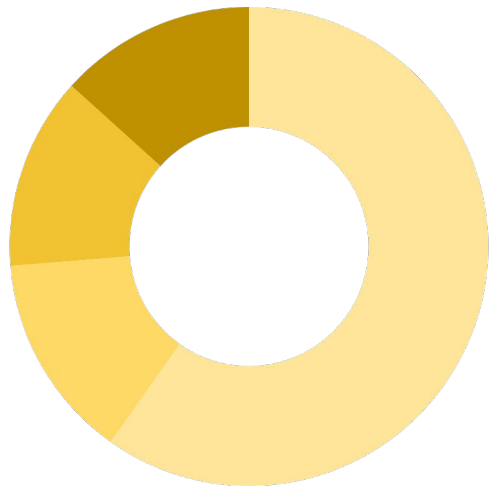
I still won't buy the products even when they are on sale

Yes - 13%

I buy them because the items are discounted / have promos

Yes - 13.9%

Only to buy things I already use (as backup stocks)

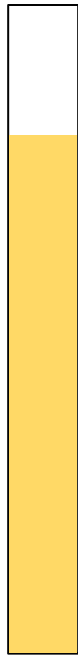


Yes - 59.8%

But only to buy things I really need / things that run out

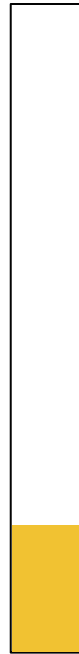
HAVE YOU EVER JOINED A LIVE SESSION/VIRTUAL CLASS?

29



78,6%

No I haven't



21,4%

Yes I have



- Despite the challenging situation, there is still opportunity especially in basic skincare as customers seem to prioritize using it. If your brands have both skincare & makeup products, consider bundling.
- For makeup brands, the biggest driver is in lip category and eyebrow.
- Other than basic skincare products, body care and face masks use and purchases are quite high, in line with the self-care and self-pampering trends.
- There's opportunity in leveraging the self-care trends, by marrying your brands with other popular non-beauty categories such as fashion and home accessories (candles, room fragrance, etc).

Now more than ever, it is crucial for beauty brands to have a strong online presence, beyond social media and online stores. You have to be ready to transform every step of your customers touch point to digital without losing the human touch and personality that makes your brands unique. These changes will need to happen across the board, from the frontliners all the way to the directorial level.

Are you ready?



We'll Get
Through This

THANKS!

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