

Buying skin care and cosmetic products can be a difficult task for women. Supermarkets, pharmacies and department stores are flooded with brands and products, whilst the likes of Jennifer Lopez, Megan Gale and Christy Turlington drive glitzy advertising campaigns selling the latest LOreal or Maybelline wonder product. But according to the latest Roy Morgan Research data, plain and simple value for money is the most influential factor when buying skin care and cosmetic products. As of September 2011, 79% of the New Zealand female population (14+) use skin care or cosmetic products. When users were asked what factors they consider important when purchasing products, value for money was the most popular with 65% of users nominating it as important. Quality brands came in at number two with 58%, and sun-protection factor (SPF) followed with 54%. Rounding out the bottom of the list were technologically advanced (8%), advertising (6%), and packaging (5%).

**Reasons Considered Important When Purchasing Skin Care and Cosmetic Products**

Source: Roy Morgan Single Source Oct 2010 - Sept 2011, n = 6,207. Pip Elliott, Client Services Director, Roy Morgan Research, says: Value for money is a factor likely to be considered important in most consumer buying decisions, and skin care and cosmetic purchases are no exception. The top two factors - value for money and quality brand - are not unique to skin care and cosmetic products, rather they are aspects of consumer decision making which span across most products and industries. Given the large amount of money skin care and cosmetic companies spend on advertising and packaging, it is interesting to see how low these two factors rank among users. Although it should be noted that despite these factors being important to only a small proportion of users, it doesn't mean that advertising or packaging isn't affecting sales. Market share in the skin care and cosmetic industry is tight. There is an array of brands and products flooding the market at any one time. Roy Morgan's Skin Care and Cosmetic Profiles offer a broad understanding of buyers of individual brands and products. These profiles include information on demographics, attitudes, activities and media usage - information to help a company or agency get ahead in a tight market.

Purchase the latest detailed Roy Morgan Facial Cleanser Profiles. These profiles take an in-depth look at buyers of particular facial cleanser products, such as Clearasil, Garnier, Nivea, Dove, LOreal, Neutrogena, Olay and St. Ives. Purchase the latest detailed Roy Morgan Facial Moisturiser Profiles. These products provide a thorough understanding of people who buy particular brands of facial moisturisers, including Elizabeth Arden, Avon, Clean & Clear, Clinique, Dove, Garnier, Johnsons, LOreal, Neutrogena, Nivea, Nutrimetics, Olay and The Body Shop. Purchase the latest detailed Roy Morgan Cosmetic Profiles. These profiles offer a broad view of buyers of each particular cosmetic brand, including Australis, Avon, Clinique, Covergirl, Elizabeth Arden, Estee Lauder, Lancome, LOreal, MAC, Max Factor, Maybelline, Nutrimetics, Revlon and The Body Shop. Click here to browse thousands of accurate, insightful quantitative Roy Morgan research reports and profiles ready to download now. For more details contact: [info@roymorganonlinestore.com](mailto:info@roymorganonlinestore.com)

### Contacts

Pip Elliott  
021 444 506  
[mailto: Pip.Elliott@roymorgan.com](mailto:Pip.Elliott@roymorgan.com)