



Cosmetics and Beauty Products Vertical Guide

A Time to Be Meaningful

Ramadan looks a little different this year, and Snapchatters are looking for new ways to celebrate the holy month. Here are some insights to help brands develop meaningful connections this Ramadan.

Cosmetics and beauty products are important to Snapchatters during Ramadan.

56%

of Snapchatters purchased cosmetics and beauty products during Ramadan.¹

During Ramadan, Snapchatters buy cosmetics for themselves or as a gift.

38%

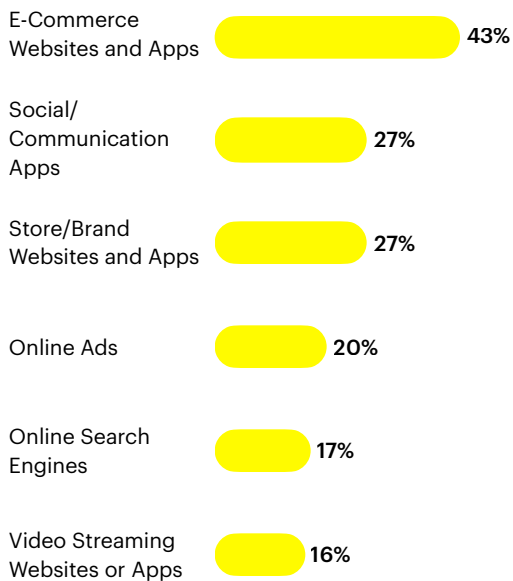
of Snapchatters went shopping for beauty or skincare items for themselves.²

33%

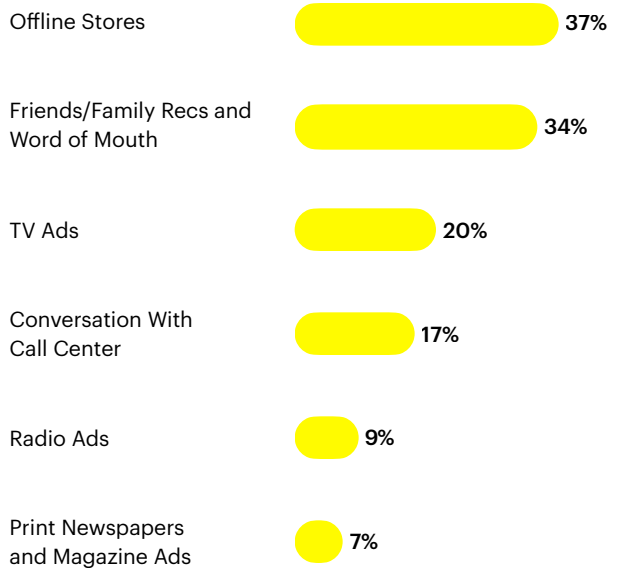
of Snapchatters purchased beauty or skincare items as a gift.³

Social/communication apps and friends/family recommendations are important when purchasing cosmetics and beauty products during Ramadan.⁴

Online Sources



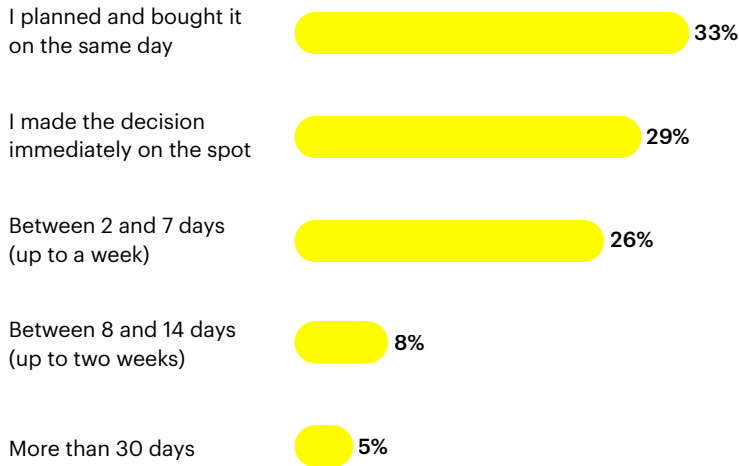
Offline Sources



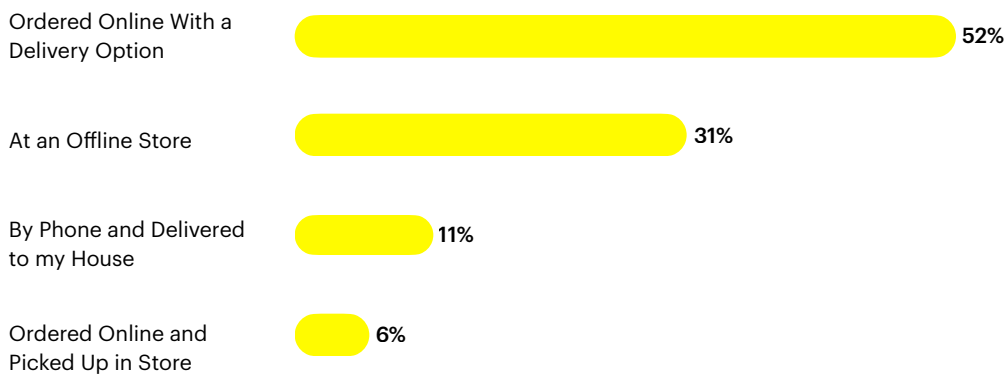


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More than a third of Snapchatters plan their cosmetics purchases in advance.⁵



Last Ramadan, over half of Snapchatters purchased their cosmetics and beauty products online with a delivery option, while nearly a third purchased them at a store.⁶



¹ Base: Snapchatters (n=800)

2020 Ipsos study commissioned by Snap Inc.; Q12. Thinking about the products you have purchased for or during the month of Ramadan this year, please choose all the product types you have bought.

² Snap Inc. survey of KSA Snapchat users May 30–June 6, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "How often did you go shopping for beauty and/or skincare products for yourself in the past 4 weeks?"; 635 respondents.

³ Snap Inc. survey of KSA Snapchat users May 30–June 6, 2020. Age and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. Question: "How often did you purchase beauty and/or skincare products as gifts for someone else in the past 4 weeks?"; 614 respondents.

⁴ Base: Cosmetics & Beauty Products (n=71)

2020 Ipsos study commissioned by Snap Inc.; Q14A. And which one of these sources of information do you most rely on when making a purchase for or during Ramadan?

⁵ Base: Snapchatters (n=445)

2020 Ipsos study commissioned by Snap Inc.; Q15. Thinking about the purchase you made for or during Ramadan, how much time passed between the time you first considered buying that type of product and your final purchase?

⁶ Base: Cosmetics & Beauty Products (n=71)

2020 Ipsos study commissioned by Snap Inc.; Q16. Thinking of your latest purchase in Ramadan of [#Q13.Response.Label], how did you end up making the actual purchase?