



Beauty Dynamics Shift As Snapchatters Stay Home

Snapchatters are changing their beauty routines.

72%

of U.S. female Snapchatters 16+ have changed their beauty routine in at least one of the following beauty categories during social distancing: Makeup, Haircare, Skincare or Nail Care.¹

Snapchatters are leaning into Skincare.

50%

of U.S. female Snapchatters 16+ have increased their use of Skincare in the last month.²

45%

of U.S. female Snapchatters 16+ intend to purchase Skincare in the next month.³

42%

of U.S. female Snapchatters 16+ plan to continue their new skincare routines as social distancing eases.⁴

While Beauty shopping behaviors shift, Snapchatters remain loyal to Beauty brands.

48%

of U.S. female Snapchatters 16+ have not purchased a new brand over their "go-to-brand" in any beauty category in the last month, including Eye, Lip, Face, Skincare and Hair Care.⁵

37%

of U.S. female Snapchatters 16+ plan to shop more online for their beauty needs in the next month.⁶

Source: Snap Inc. survey of female U.S. Snapchat users aged 16+, May 1 - May 4, 2020 . Age, gender and location data subject to restrictions. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details. ¹ Question: "In which of the following beauty categories have you changed your beauty routine during social distancing?"; n=722. ² Question: "Which of the following beauty and make up categories have you used more in the last month?"; n=943. ³ Question: "Which of the following beauty and make up categories do you intend to purchase over the next month?"; n=760. ⁴ Question: "In which of the following beauty categories do you plan to continue your new beauty routines as social distancing eases?"; n=704. ⁵ Question: "In which of the following categories, if any, have you purchased a new brand over your "go-to-brand" in the last month?"; n=729. ⁶ Question: "Do you plan to shop online for your beauty needs more or less in the next month?"; n=695.