What Aussie and Kiwi beauty lovers look for before clicking "add to cart"

Whether they're treating themselves to an at-home spa day or stocking up on their favourite moisturiser, more consumers are going online to shop for personal care products and spruce up their self-care routines. Explore the information and content Aussies and Kiwis look for as they put together their beauty wish lists.

Shoppers' behaviour gets a digital makeover

E-commerce surged throughout 2020 as people looked for safe ways to buy everything from essentials to gifts while stuck at home.

Indexed search interest in "online shopping" across Australia[1]

+70% search interest YOY
in **"online shopping"** across Australia in March 2020[2]

Almost 9M Aussie households
made an **online purchase** in 2020[3]

+1M Aussie households
on average **shopped online every month** in 2020[4]

Consumers' online shopping habits will stick around even after businesses and communities recover from the pandemic.

30% of Kiwis and 29% of Aussies
said they'll **shop online more frequently** after COVID-19[5]

30% of Kiwis and 20% of Aussies
said they'll **do more online research** before visiting stores[6]

>50% of Aussies
claim that **YouTube** helps them decide which **brand or product to buy**[7]

Aussies are giving their vanities a refresh

More and more consumers are adding makeup, skincare, and personal care products to their shopping carts.

46% of Aussie online shoppers
made their **first-ever cosmetics purchase** since February 2020[8]

Aussies prioritised self-care when their lives turned upside down.

Average daily uploads
of YouTube videos with **"self care"** in the title **more than doubled** in 2020[9]

Search interest in **"best skincare"** peaked in April 2020 across Australia[10]

Search interest in **"skincare routine"** peaked in July 2020 across Australia[11]

Online research highlights people's priorities

Aussies want to find beauty products and content that fit their unique styles, ingredient preferences, and lifestyle needs.

72% of Aussies
research online before buying a **health and personal care** product[12]

Beauty-related terms with peak search interest across Australia

>6X image searches
globally YOY for **"skincare"**[16]

>2X searches
globally YOY for **"blow dryer brush"**[17]

>2X searches
globally YOY for **"makeup app"**[18]

Beauty fans are also keen to try out new looks and makeup techniques.

1 in 5 Aussies
watch **beauty tips** on YouTube[19]

"How to" beauty terms with peak search interest across Australia

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