

Thursday, 29 May 2014

'All-in-one' creams make their mark

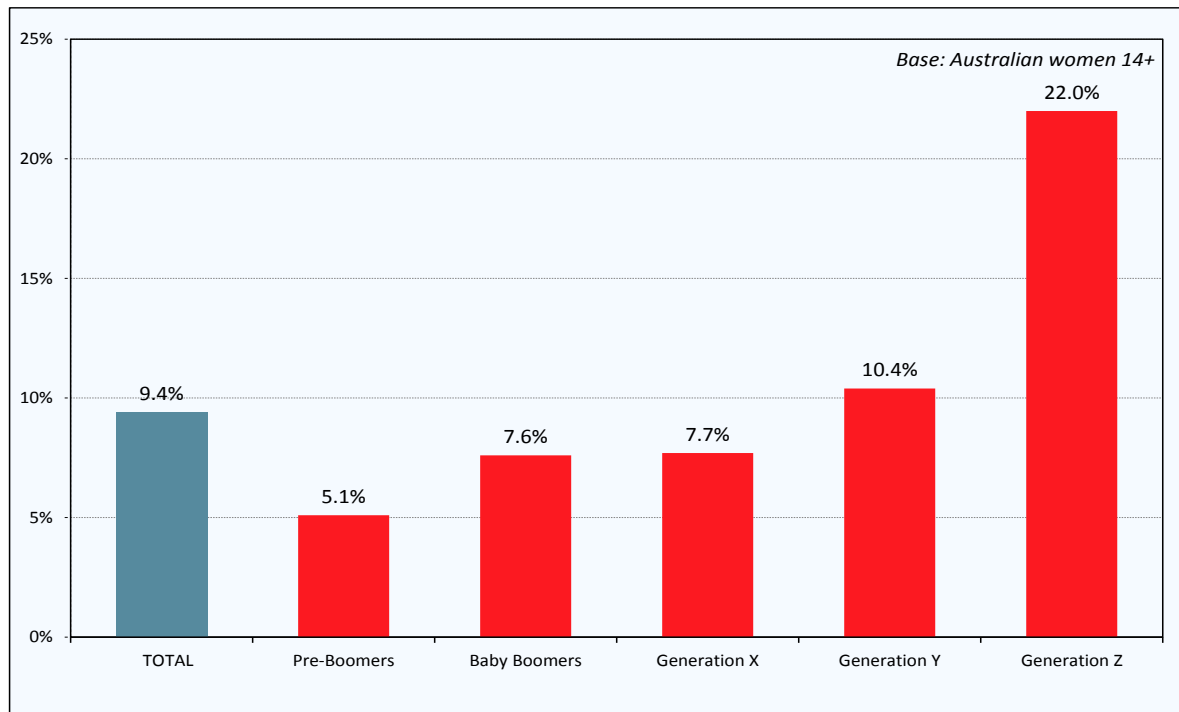
In the last 6 months, all-in-one creams have quietly been making their mark on the Australian cosmetics market. Roy Morgan Research investigates this emerging new trend.

All-in-one cosmetic creams are balms that fulfil multiple functions, such as a serum, moisturiser, primer, foundation and sun-screen, in a single product. Commonly referred to as BB creams or beauty balms, they have been available in Asia since the mid-1980s, but have only recently found popularity in Australia.

In the six months to March 2014, 9.4% of Aussie women aged 14+ bought all-in-one creams, almost as many as purchased concealer (10.5%). It appears to be slightly more popular among women from country areas than those from capital cities, with 10.0% of country women buying it in the last six months compared to 9.0% of those living in cities.

Young women are more likely to buy all-in-one creams than their older counterparts, particularly those from Generation Z, 22.0% of whom purchased it in the six months to March — well ahead of Gen Y, Gen X, Baby Boomers and Pre-Boomers.

All-in-one creams more popular with young women



Source: Roy Morgan Single Source (Australia), October 2013 – March 2014, average monthly n=745

Angela Smith, Group Account Director - Consumer Products, Roy Morgan Research, says:

"In a relatively short space of time, all-in-one creams have created a new niche in the Australian cosmetics market. We usually think of new trends taking hold in the capital cities then spreading across the country, but all-in-one creams are more popular outside the major centres. Young women have really jumped on the BB bandwagon too, with nearly a quarter of them buying it in the six months to March.

"Using Roy Morgan's revolutionary new profiling tool, Helix Personas, we can understand the rising popularity of all-in-one creams with unparalleled accuracy.

"For example, over the last six months, 20.5% of women in the 'Real Working Class' segment bought all-in-one creams, compared to 9.4% of total Aussies. Real Working Class live on the city fringes or in regional centres, and although they may not be on high incomes, they're confident in their ability to make ends meet. To stretch their dollar further, they usually steer clear of luxury items, so it's very likely that all-in-one creams appeal to them as a way of getting a total beauty regime for a lower price."

For comments or more information please contact:

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View our range of [Profiles](#), including our [Cosmetics Buyer Profile](#) or our [Media Profiles](#). These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes and activities in Australia.

Learn more about Helix Personas [here](#).

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the

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actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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