

Discover your *edge*

Monday, 21 September 2015

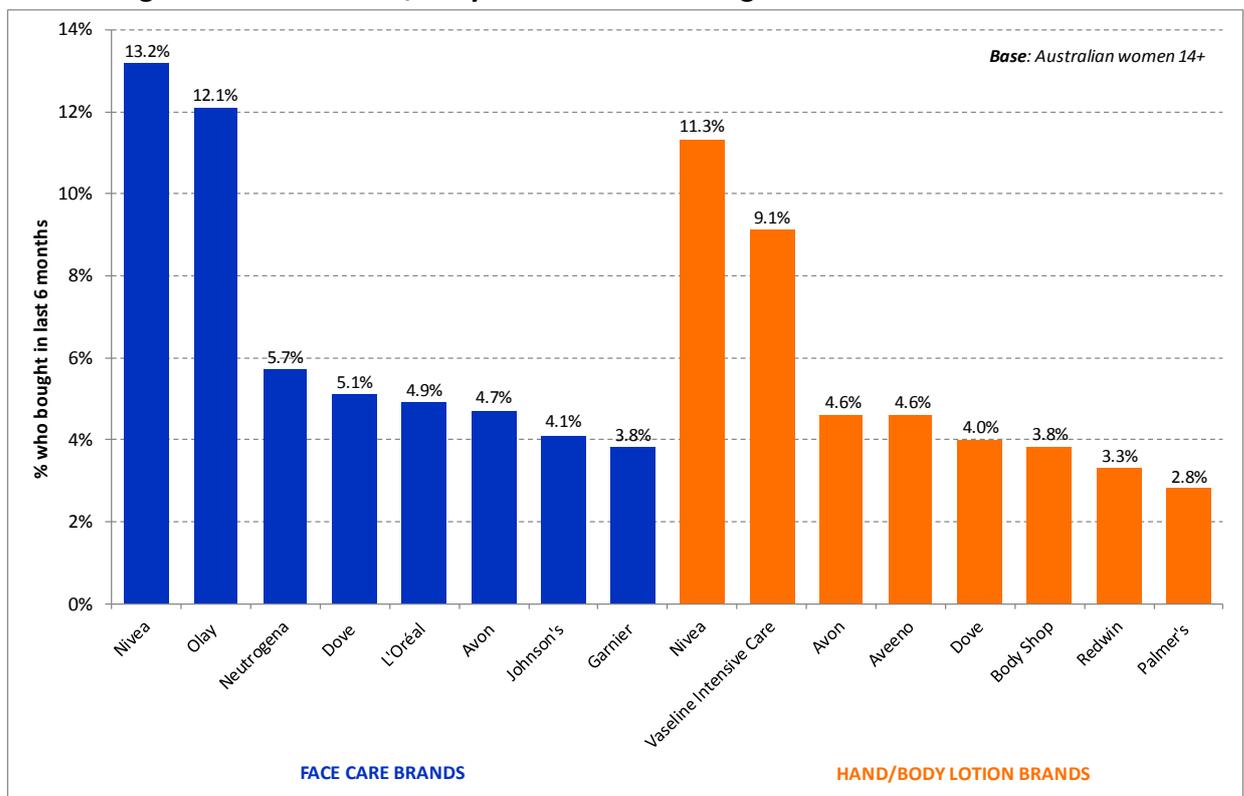
Nivea number one with Australian women

Let's face it: even the softest-skinned among us need a little help occasionally. In fact, the latest findings from Roy Morgan Research show that 76.6% of Australian women buy face-care products (moisturiser and/or cleanser) and 68.3% buy hand and/or body lotion in an average six-month period. What's more, the top-selling brand for both categories is one and the same: Nivea!

With 13.2% of Aussie women aged 14+ buying its face-care products in any given six months, Nivea's only close competitor is Olay (12.1%). Neutrogena is a distant third (5.7%), followed by Dove (5.1%) and L'Oréal (4.9%).

It's a similar scenario with hand/body lotion: 11.3% of Australian women buy Nivea hand and/or body lotion in an average six months, giving it a comfortable lead over the second-most popular brand in this category, Vaseline Intensive Care (9.1%). Despite being the third and fourth best-selling hand/body lotion brands, Avon and Aveeno (4.6% respectively) pose more of a threat to each other than they do to the top two brands.

Best-selling face-care and hand/body lotion brands among Australian women



Source: Roy Morgan Single Source (Australia), April 2014 – March 2015 (n=9,201).

FOR IMMEDIATE RELEASE

Two of one or one of the other?

While some brands only offer products in one or other of the two categories, those that span both tend to benefit from an elevated proportion of their customers purchasing both their face-care and hand/body lotion.

For example, women who buy Nivea hand/body lotion are 235% more likely than the average Aussie woman to buy Nivea face-care products (and vice versa). Those who buy Dove hand/body lotion or face-care products are 440% more likely to also choose Dove in the other category.

Even more strikingly, women who buy an Avon product in either category are over 1000% more likely to also buy Avon in the other. The likelihood of buying products from both categories is higher yet among Nutrimetics customers, suggesting that customers of direct-sales companies are especially loyal to their chosen beauty brand (or just prefer 'one-stop' shopping!).

Andrew Price, General Manager – Consumer Products, Roy Morgan Research, says:

“Women’s skincare is a crowded market, with a seemingly endless range of brands and products to choose from. So it’s not really surprising that many women, once they settle on a brand they like, stick to it when buying face care and hand/body lotion (assuming the brand is available across both categories). Not only do they know what kind of quality and value they’re getting, but it simplifies their shopping experience.

“However, the corollary of this is that if a woman is unhappy with her skincare brand, there are plenty of alternatives to investigate! So it’s crucial that brands remain competitive and attuned to their customers’ needs, preferences and budgets.

“Nivea is clearly well aware of this, out-selling both its face-care and hand/body rivals.”

For comments or more information about Roy Morgan Research’s consumer products data, please contact:

Vaishali Nagaratnam

Office: +61 (3) 9224 5309

Vaishali.Nagaratnam@roymorgan.com

Related research findings

View our extensive range of [face-care product buyer profiles](#) and [hand-and-body-lotion buyer profiles](#).

Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

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 Indonesia, 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.

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 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