



Global TGI Barometer

Issue 20: The importance of looking young

As anti-aging and anti-wrinkle products are fast becoming commonplace in bathrooms around the world, just how preoccupied are we with looking young? As usual, there is considerable variation between consumers in different parts of the world. Of 11 international markets analysed, Italy is home to the highest proportion of consumers (65%) who agree that 'it is important to keep young looking'. In several other countries such as Brazil (64%), France (63%) and Iran (62%) agreement levels reach two-thirds of respondents. The lowest agreement levels are shown in the USA and Britain with 36% and 42% respectively.

Demographic biases

So what kind of consumer is most likely to attach importance to looking young? Surprisingly, the gender difference is not as great as might be assumed; in some cases women are considerably more likely to agree than men, for example in the USA, where 43% of women agree, in comparison to only 29% of men. In most countries however, the margin is small, (such as in South Africa where 58% of men agree, compared to only 60% of women) and in Mexico men are actually slightly more likely to agree.

Age, perhaps unsurprisingly, has a big impact on people's attitude towards looking young. It seems that consumers become less concerned with the ageing process as it actually happens to them; on the whole, respondents in the under 35 age bracket are most likely to feel that 'it is important to keep young looking', whereas the over 65s are less likely to agree. In South Africa, for example, 61% of under 35s agree in comparison to 47% of those over 65, and in the Czech Republic 70% agree compared to only 39% of over 65s. There is also some correlation to other factors, such as education or financial position – for example in Russia, where 65% of those with 'no financial difficulties' agree compared to only 45% of those who struggle to find 'enough money for food'.

Purchase decisions

This interest in looking young has a considerable impact on consumer shopping behaviour; in Britain, women who believe 'it is important to keep young looking' are nearly three times more likely than average to also agree that they 'spend a lot of money on toiletries and cosmetics'. Women who agree in Mexico and Russia are also twice as likely to estimate a high expenditure on such items as those who are not concerned about looking young.

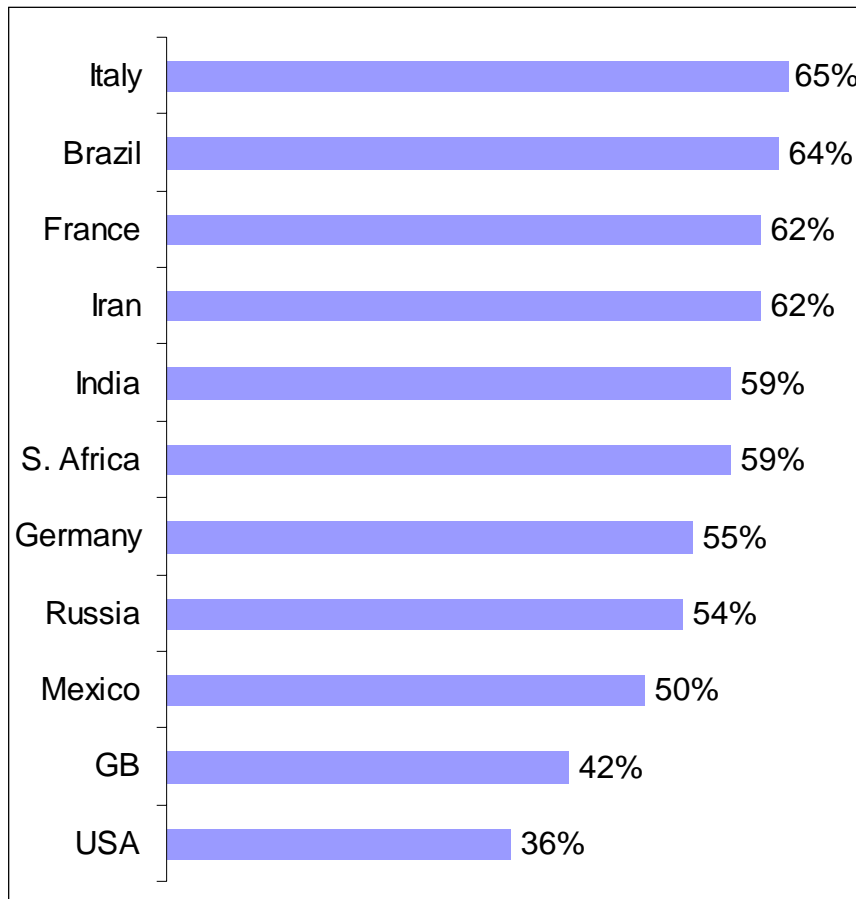
Looking at female consumers, it is clear that this preoccupation with youth is having an impact on purchase decisions. In some parts of the world, women



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seem unconvinced by the youth giving promises of beauty products. In China for example, only 8% use age-defying cream (and other kinds of creams, such as those with skin whitening properties, are much more of a priority). In Western Europe however, it is a different story. In Spain, a quarter of women use anti-ageing or anti-wrinkle creams, rising to a third of German women. In France 16% of women use such a product every day and nearly half of British women say they 'use products to keep their skin young and supple'.

'It is important to keep young looking' - % agree



Base: individuals aged 18+

Source: Global TGI



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Contact

Steve Cooke – marketing director KMR Group: +44 (0) 20 8433 4381

Katherine Miall – Global TGI executive: +44 (0) 20 8433 4487

www.tgisurveys.com

Editors' Notes

The Global TGI network operates single-source consumer and media studies in over 50 countries worldwide. Used by brand owners, media owners and agencies, it measures consumers' product and brand usage, media consumption and attitudes, based on large samples - over 700,000 respondents annually worldwide. A typical survey will cover around 4,000 brands and 500 product categories.

TGI was originally developed in the UK by BMRB, one of the UK's leading marketing research companies. The first survey was conducted in 1969 and for the past 37 years BMRB has continued to market the service in Great Britain. BMRB is part of the KMR Group, which markets TGI globally.

KMR Group is a division of the Millward Brown Group, part of Kantar, WPP's insight, information and consultancy division.

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