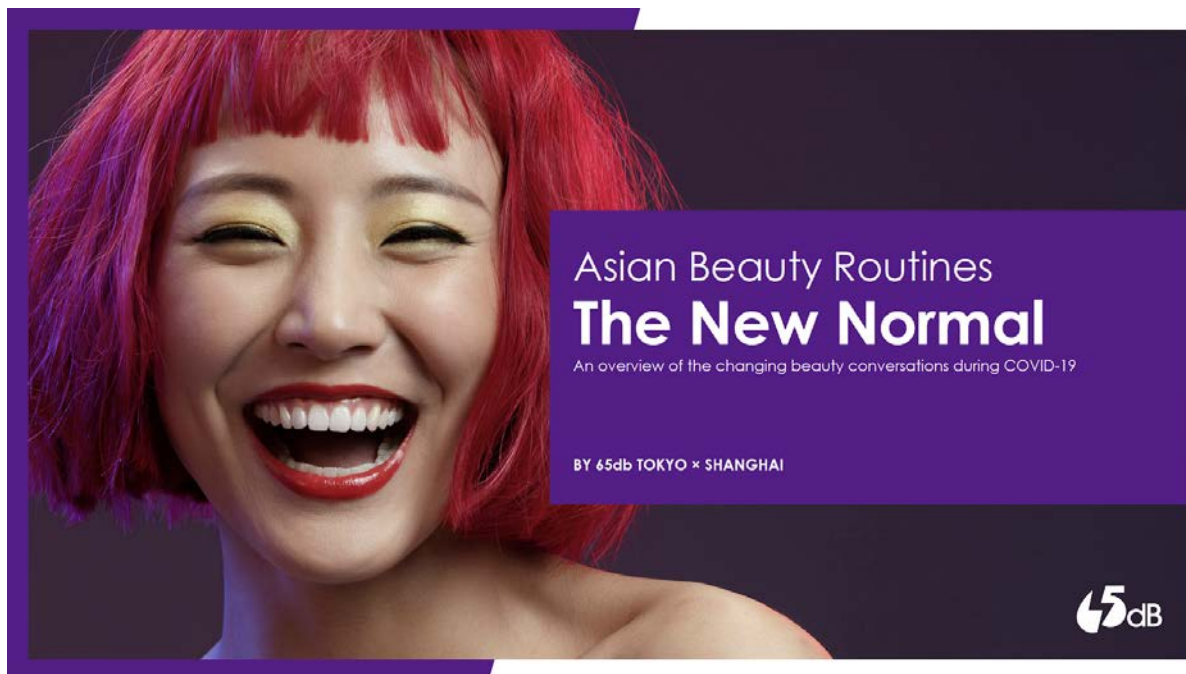


Dec 23 2020

TBWA\Group's 65dB releases 2020 beauty insight report exploring 12 beauty conversations happening in Asia

65dB, the global consumer and market research social listening practice of TBWA\Group, has released a social insight report unveiling a new set of Asian beauty routines.



With the pandemic causing a sharp rise in social media use – and netizens and influencers sharing millions of posts on a daily basis, showing their product usage, preference and interest – 65dB has leveraged social data to provide a reliable indication of the changing trends within different beauty categories (make-up, skincare, fragrance, haircare, and professional treatment) and identify positive areas of expression in which brands can position themselves to create meaningful ways to engage with their customers.

The joint report, created by 65dB Tokyo and 65dB Shanghai, analyzes online conversations to identify curiosity, concerns, passions and creativity around the topic of beauty, and reveals how consumer behaviors have changed in Asia since the COVID-19 outbreak.

The analysis covers social conversations across China and Japan, the two largest and most influential beauty markets in Asia. With both countries going through different stages of pandemic recovery, the research analyzes which behavioral trends might be temporary and which ones are here to stay.

The 12 growing beauty conversations explored in detail include:

MASK-FACE



From skin irritation to mask tan-lines, people are looking for solutions to help them adjust to the new normal of wearing protective face masks all day, every day.

LESS IS MORE



As people went weeks without being seen in public, they began wearing less makeup, with some even undergoing skin-fasting. Experiencing the benefits of this, many became empowered and happier in their own natural skin.

AT-HOME TREATMENT



While observing social distancing, DIY became necessary for many aspects of our lives – beauty routines included. During lockdown, people had more time to look after themselves, with many experimenting with new innovative beauty products/technologies and at-home treatments.

EMPOWERMENT



The pandemic has brought many global issues to light while giving people time to reflect and reassess their values and behaviors – whether that's self-love and body positivity, or female and racial empowerment.

SUSTAINABILITY



The global crisis has made us more compassionate while also providing more impetus to protect the planet we live in, especially as we watched the environment rejuvenate as humans were stuck indoors.

ONLINE EXPERIENCE



Digital transformation has accelerated quickly with e-commerce and online experiences playing a leading role in helping brands continue to engage with consumers remotely.

WELLNESS



There has been growing emphasis on mental wellness and healthier lifestyles during the pandemic. From sleep quality to nutritional diets, we are increasingly learning that beauty starts from within.

PLAYFUL MAKEUP



Bored at home, many people are using makeup as a creative outlet – driven by the increase in social media usage and playful digital behaviors with friends and communities.

SPLURGE OR SAVE?



Facing an economic crisis caused by the pandemic, people are searching for discounts or exploring cheaper alternatives for their beauty products. Alternatively, some people have spent less money while staying at home and decided to use those extra savings to upgrade their beauty products.

INNOVATION & HIGH TECH



Consumers are increasingly educating themselves on the ingredients and science behind different beauty products. Meanwhile, beauty devices have become increasingly popular, from simple functions such as face steamers, and massaging, to innovative electronic devices claiming to provide light medical functions such as delaying aging and reducing fine lines.

NATIONAL PRIDE



The pandemic provided individual countries with a singularity of purpose – to help reset and regroup as a nation – which has driven a growing nationalist sentiment. An act of solidarity with all things local – from buying local, shopping small, to domestic travel and celebrating local culture.

SKIN DEFENSE



As society recovers and people begin returning to their old routines with busy work and late sleep, skin problems have also made a return. People are turning to social media to discuss the best products and remedies.

“With new waves of COVID-19 impacting the world, the prospect our lives have forever changed is fast becoming a reality,” said Yuta Kanekiyo, head of 65dB Japan. “We are proud to say the various hints of change explored are not only signs of new trends but also a path of evolution for people in a changing world. I hope that by capturing the voices of the people we can work with brands to help everyone live for a happier tomorrow.”

“We’ve really enjoyed working on this joint research project with our Japanese colleagues and the support of TBWA\Asia,” said Matthieu Mellul, manager of 65dB China. “Listening to the consumer’s voice in the two biggest markets for beauty in Asia gives us a unique perspective on the trends in the region, as well as the opportunity to grow our ability to conduct streamlined, cross-country research projects to support our local and global clients in growing their customer-centricity.”

Read the full report here: <https://www.tbwa.asia/65db-asian-beauty>

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About 65dB

65dB: the sound of conversation, is the global social listening agency of TBWA\Group and Omnicom. 65dB delivers qualitative consumer and market research by leveraging cutting-edge social listening technology with a team of 60+ brand strategists and insights analysts in Paris, Tokyo, Shanghai, New York, Mumbai, Sao-Paulo, Jakarta and Doha. In Asia, 65dB delivers insights for global and local strategic marketing teams for L’Oréal, Essilor, Hilton, Volkswagen or McDonalds. Follow us LinkedIn, WeChat and visit our website in Japan or China.

About TBWA\HAKUHODO

TBWA\HAKUHODO is a full-service advertising agency based in Tokyo, established in 2006 as a joint venture between Hakuhodo and TBWA Worldwide Inc. With the combination of TBWA’s DISRUPTION(R) methodology, a global network spanning over 100 countries/regions and Hakuhodo’s in-depth knowledge of the Japanese market and longstanding reputation for trustworthiness, the agency continues to create and deliver high quality solutions to all of our clients – solutions that cause change and have the power to get noticed.

<https://www.tbwahakuhodo.jp/en>



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About TBWA\Worldwide

TBWA is The Disruption® Company: the cultural engine for 21st century business. Named Adweek's 2018 Global Agency of the Year, we create disruptive ideas that locate and involve brands in culture, giving them a larger share of the future. Our collective has 11,300 creative minds across 275 offices in 95 countries and also includes brands such as AUDITOIRE, Digital Arts Network (DAN), eg+ worldwide, GMR, The Integer Group®, TBWA\Media Arts Lab, TBWA\WorldHealth and TRO. Global clients include Adidas, Apple, Gatorade, Henkel, Hilton Hotels, McDonald's, Michelin, Nissan, and Singapore Airlines. Follow us on Twitter, LinkedIn and Instagram, and like us on Facebook.