



THE
typical

NEW ZEALAND FEMALE

AND WHAT MAKES HER UNIQUE. DECEMBER 2013





THE *changing face*

A COSMOPOLITAN

MELTING POT

Auckland, with 34% of New Zealand's population, is one of the world's most culturally diverse cities

- **4 in 10 Aucklanders born overseas**
- **Over 180 different ethnicities – forecast only 51% European by 2016.**
- **ASIA/PACIFIC FUSION;** Auckland is home to the largest Polynesian population in the world
- **Maori will be outnumbered by Asians as the second-biggest ethnic group in New Zealand within the next decade**

SOURCE: STATISTICS NEW ZEALAND



Implications FOR THE NEW ZEALAND BEAUTY MARKET

BASE: FEMALES AGED 10+	PURCHASED OR USED FACIAL SKINCARE PAST 3 MONTHS	PURCHASED OR USED COSMETICS PAST 3 MONTHS	WEAR FOUNDATION DAILY	WEAR SUNSCREEN DAILY	USE SUNLESS TAN MONTHLY	AVERAGE WEEKLY SPEND ON BEAUTY (NZ FEMALE AVERAGE = \$6.17)
EUROPEAN	76%	59%	31%	24%	4%	ON AVERAGE
INDIAN	67%	53%	26%	22%	2%	17.7% ABOVE
KOREAN	81%	76%	36%	17%	15%	7.3% ABOVE
JAPANESE	73%	65%	34%	38%	N/A	98.2% ABOVE
CHINESE	64%	50%	25%	26%	5%	18.2% ABOVE
MAORI	70%	48%	19%	17%	1%	11.3% BELOW
PACIFIC ISLANDER	66%	44%	14%	18%	3%	6.6% BELOW

- The number of Chinese females who wear sunscreen daily has dropped across the year – down -10.3%

trend OPPORTUNITY

TRIBEFACTURING: SPEAK TO THE TRIBE

The addition of attributes and features to existing products to make them more practical for specific groups or pay tribute to their lifestyle



Korean firm creates halal-certified skincare range, featuring facial moisturisers, toners and scents



Launched in the US, 'My Shade of Brown' offers boxes of trial-sized samples of beauty products designed for women of colour. Subscribers answer a series of questions relating to their skin colour and type and then receive a personalized box each month, with cosmetics, skincare and haircare items from both established and new beauty brands.



THE changing face

TO 'BLEND IN', OR 'STAND OUT'

Only 16% of New Zealand females agree they like to stand out from the crowd - however, this is starting to change.

From 2008 to 2013 there has been growth in the number of females who like to stand out from the crowd (+31%) and like to wear clothes that are noticed (+12%).

And a decline in the number of females who agreed they like to dress casually (-8%)

Furthermore, we see variances according to age:

BASE: FEMALES	LIKE TO STAND OUT FROM THE CROWD	LIKE TO WEAR CLOTHES THAT ARE NOTICED
AGED UNDER 40	41% MORE LIKELY	17% MORE LIKELY
AGED 40+	34% LESS LIKELY	15% LESS LIKELY

SOURCE: NIELSEN CMI (OCT 12-SEPT 13).

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'STAND OUT' DOESN'T NECESSARILY MEAN COLOUR

64%

wear BRIGHT colours
when needing a
LIFT

UNDER 40 OVER 40

52.9% 68.6%

51%

prefer to wear
BRIGHT
COLOURS

UNDER 40 OVER 40

41.1% 55.1%

49%

prefer to wear
BLACK
most of the time

UNDER 40 OVER 40

59.6% 44.6%

32%

prefer to wear
NEUTRALS

UNDER 40 OVER 40

38.6% 29.4%

What IS DRIVING GROWTH IN THE NUMBER OF FEMALES WHO LIKE TO STAND OUT?



THE RISE IN POWER OF THE FEMALE DOLLAR

Women's increasing economic influence is being driven by education, ambition and a willingness to trade money for time savings as they become increasingly time constrained

BASE: FEMALES AGED 18+. % CHANGE 2013 VS. 2008

MAIN INCOME EARNER	+19.1%
TOP THREE OCCUPATIONS	+11%
PERSONAL INCOME \$80K+	+102%
WANT TO GET TOP IN CAREER	+21%

"The top 100 marketers are all wanting to speak to women - they understand that women influence 80-85% of all decision making"

TONY KENDALL, BAUER MEDIA, AUSTRALIA

THE 'MAN DROUGHT' AND INCREASED COMPETITION IN FINDING A PARTNER

MALE: 49%
FEMALE: 51%

THERE ARE SIGNIFICANTLY FEWER MEN THAN WOMEN IN THE AGE GROUPS OF 30. FOR THOSE AGED 30-34, WOMEN OUTNUMBER MEN BY 7,270, WHILE FOR THE 35-39S, THE GAP WIDENS TO MORE THAN 12,000.

What IS DRIVING GROWTH IN THE NUMBER OF FEMALES WHO LIKE TO STAND OUT?



**GROWING DIVERSITY AND GLOBAL
INFLUENCES DRIVING THE
CELEBRATION OF INDIVIDUALITY**

**Auckland, with 34% of New Zealand's population, is
one of the world's most culturally diverse cities**

MORPHING DEMOGRAPHICS

- **50 is the new 40.**
- ***"If you stay young at heart you look and act younger"***
BAUER MEDIA ALL WOMAN TALK, AGEING SURVEY, PANELIST RESPONSE, FEMALE AGED 35-49
- ***"It's hard accepting what we look like in the mirror as we age, I want to preserve what I've got for as long as possible. Want to make informed decisions about things like collagen and magazines educate us and help us stay current"***
BAUER MEDIA, THE AUSTRALIAN WOMEN'S WEEKLY FOCUS GROUP PARTICIPANT, NOVEMBER 2013

What IS DRIVING GROWTH IN THE NUMBER OF FEMALES WHO LIKE TO STAND OUT?



THE SOCIAL BUTTERFLY

Key findings from 'The Next Report', a Nielsen Media and Bauer Media research study¹ highlighted that:

1. **Women are busier than ever before** – 6 in 10 feel there aren't enough hours in the day to get everything done and 1 in 3 agree there is no time for themselves.
2. **The importance of friends** – 63% of women agreed their close friends are crucial to their life and happiness. One in five prefer to spend a day off with a friend rather than family.

Furthermore, the number of females who have children in their household and agree they have a busy social life has increased by 15% across the year

What IS DRIVING GROWTH IN THE NUMBER OF FEMALES WHO LIKE TO STAND OUT?



The implication: These busy mums will never stop embracing time-saving products that simplify their lives and make them look good at the latest social occasion

From 2010 to 2013 in preparation for a social occasion/big event there has been an increase in:

- The average amount spent on getting glammed up – up +32%
- Those females who have a manicure – up +21%
- Those females who have a facial – up +22%

THE changing face

WE ARE SPLASHING THE CASH

TREND:

*Cost polarisation,
driving the 'trading up,
trading down' phenomenon*

"Consumers who selectively trade up to better products and trade down to pay for other premium purchases"

COSMETIC SURGERY, FACIAL SKINCARE AND PERFUME RANK #2, 3 AND 4TH FOR FEMALE 'WILLING TO PAY AS MUCH AS I CAN TO GET THE VERY BEST

SOURCE: BOSTON CONSULTING GROUP, 'WOMAN WANT MORE'

- **Retail Sales in New Zealand increased +4.7% percent in the third quarter of 2013 over the same quarter in the previous year.**
- **Average spend by females on beauty products, perfumes and deodorants has increased by +8.8% across the year.**
- **In supermarkets the cosmetics/hair category is up +8.3% dollars and +5.2% units for MAT June 2013**

SOURCE: STATISTICS NEW ZEALAND. NIELSEN CMI (OCT 12-SEPT 13). ALL AZTEC NZ SCAN DATA, MAT VALUE TO JUNE 2013



Retail TIPPING POINT

- **54% of Kiwis aged 18+ shop online**
- **The number of New Zealanders who have purchased health and beauty products online in the past 12 months is up 25% YOY**
- **The most significant skew by ethnic group towards the purchase of skincare, cosmetics and perfume/fragrance online in the past six months is Asian, 21%, 39%, and 47% more likely respectively**

Bauer Magazine readers have made over 12 million online purchases in the past year

Accounting for nearly 8 in every 10 purchases made online by Kiwis in the last 12 months



THE *changing face* **WE ARE GETTING OLDER**

14% of New Zealanders 65+ (15% female) - this is projected to nearly double in the next 20 years

THINK DISCRETIONARY AND DISCERNING

- **Well informed with a young mind-set and expectation for all things quality**
- **Females aged 65+ have a weekly average household expenditure 6.3% above the typical female**
- **Females aged 65+ skew 58% more likely than the typical female to agree that they can afford to spend on extras**

SOURCE: STATISTICS NEW ZEALAND. NIELSEN CMI (OCT 12-SEPT 13)

And are **UNDER PRESSURE TO LOOK YOUNG**

82% of women today agree they are under pressure to look young compared to 10 years ago

- **61% of females worry about how ageing will affect their looks**
- **Women aged 35-49 are most worried about the physical signs of ageing at 64%, closely followed by those aged 25-34 at 62%**
- **80% agree females should age gracefully**

Targeting the young

- **Females aged 20-29 have seen the highest percentage growth for using products that reduce the signs of ageing – up +8.8% across the year**

“Ageing quite frankly sucks. I am currently battling with it in a big way. My partner of six years has just started making comments about how woman look older than men in their fifties and as we are both approaching 50 it scares me. Feel insecure about his intentions. Men have it better than women in that regard as usually women don't judge a man on ageing but men do judge women”

**BAUER MEDIA ALL WOMAN TALK, AGEING SURVEY,
PANELIST RESPONSE,
FEMALE AGED 35-49**

Who's AGEING THE BEST



GEORGE CLOONEY: 52
(named by 60%)

ALSO NAMED:
Brad Pitt
Richard Gere
Sean Connery
Johnny Depp



HELEN MIRREN: 68
(named by 31%)

ALSO NAMED:
Judi Dench
Meryl Streep
Susan Sarandon
Jane Fonda

**Incidentally, Helen Mirren is 16
years older than George Clooney**



THE *changing face*

FOR FEMALES TODAY IT IS ABOUT

BETTERMENT AND SELF AWARENESS

The universal quest for self improvement, where the drive to improve herself can manifest itself in a number of ways, such as the desire for better health.

This quest for better health moves beyond functional performance of a product, to extend to a holistic improvement of her physical, mental or spiritual self.

“Ageing gracefully comes from *who you are on the inside* and feeling good about yourself rather than the superficiality of how others view your looks”

BAUER MEDIA ALL WOMAN TALK, AGEING SURVEY, PANELIST RESPONSE, FEMALE AGED 50+



SOURCE: TRENDWATCHING.COM

Shaping THE NEW ZEALAND HEALTH AND WELLBEING MARKET

- **Grocery the new destination for health supplements? The category is up +6.6% dollars and +3.3% units for MAT June 2013**
- **78% of females are interested in Omega 3 and the benefit it has on our body, and 74% are interested in the best natural supplements your body will love.**
- **The number of females who agree a healthy diet and exercise is essential has increased by 21% from 2008**
- **Natural skincare; 67% of New Zealand females agree they don't like lots of chemicals on their face and 58% think 'Natural' facial skincare products are better/healthier for them**



SOURCE: TRENDWATCHING.COM. NIELSEN CMI (OCT 12-SEPT 13). ALL AZTEC NZ SCAN DATA, MAT VALUE TO JUNE 2013. BAUER MEDIA ALL WOMAN TALK NZ GOOD HEALTH SURVEY, DECEMBER 2012, N= 1,652.

trend **OPPORTUNITY**

WELLTHY: CONSUMERS ARE LOOKING TO BE HEALTHY, WEALTHY AND WISE

WHAT IS IT?

Good health is beautiful. Looking and feeling good now is as important to some consumers as having the biggest, newest or shiniest status symbols. As a result, more and more consumers are interested in products, services, treatments and experiences that promise overall wellbeing yet remain well designed, desirable, accessible or storied.

WHY IS IT HAPPENING?

Growing numbers of consumers expect products, equipment, procedures and/or treatments to be integrated features that promise overall wellbeing yet remain well designed, desirable, accessible or storied.

Consumers take two approaches to health and beauty:

- **Advanced scientific 'solutions'**
- **Or authentic, 'natural' products with compelling narratives told by open, honest brands that really care**

trend OPPORTUNITY

WELLTHY: CONSUMERS ARE LOOKING TO BE HEALTHY, WEALTHY AND WISE

OPPORTUNITY

Embedding benefits in existing products that offers consumers the best of both worlds: simple, easy, painless steps to leading a healthier lifestyle.

There are two ways to go about this: embed health into beauty products or embed beauty into health products (and market them as beauty)



Spanish skincare brand Sepai introduced an antioxidant drink to the market. Formulated with berries, green tea and grape seed extracts and vitamin C, v8.2 comes in powder form to be mixed with water to taste, and is **designed to combat free radicals, reduce fatigue and purify skin**. Consumers are advised to drink two glasses of the drink each day, and **consume in conjunction with Sepai's skincare products for best results**. The brand also produces two supplements for skin health.

BRANDED BRANDS: The combined forces of two brands to offer a limited edition product/service, or a new one altogether, that is healthy and beautiful