



roamler

BRAND LOYALTY - PERSONAL
HYGIENE PRODUCTS

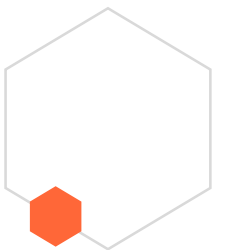


INTRO

Are Europeans loyal to any particular brand when it comes to personal hygiene products? What are their favourite brands and what are the factors that influence the purchase?



We have asked our Community of shoppers about their consumer behaviour around personal hygiene products. How much do they spend? Do they feel any emotional connection to the brands they buy more often? After how many purchases do they define themselves loyal to a specific brand or product?





HOW IMPORTANT ARE PERSONAL HYGIENE BRANDS?

78% of Europeans declare to be ready to spend **more** on a brand or a product they are loyal to, even when cheaper options are available.

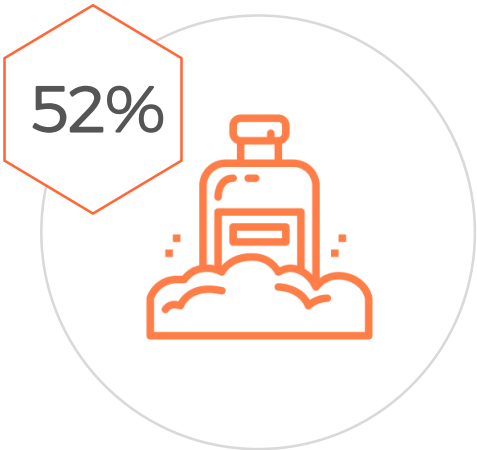


51% of consumers define personal hygiene brands as “important” to them. **32%** consider them “very important”.

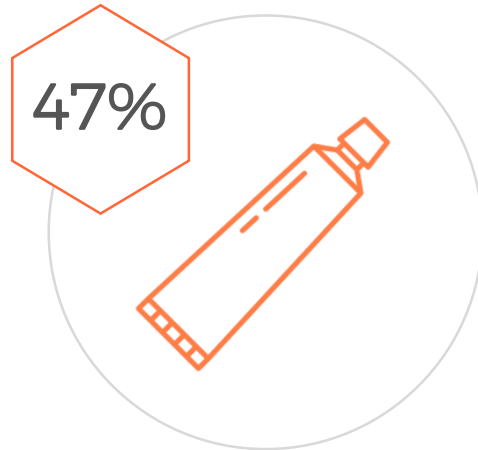
86% of Europeans would recommend a brand or product they are loyal to to family members and friends.



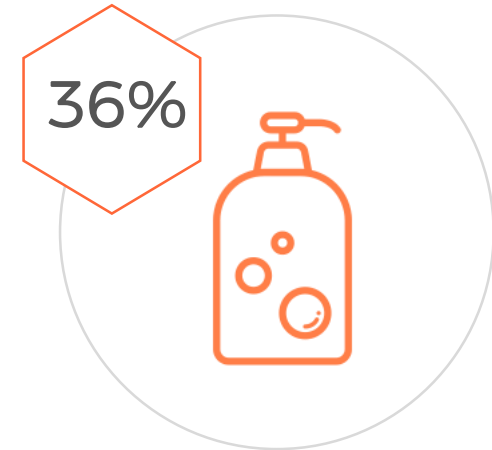
WHAT TYPE OF PERSONAL HYGIENE PRODUCTS ARE EUROPEANS LOYAL TO?



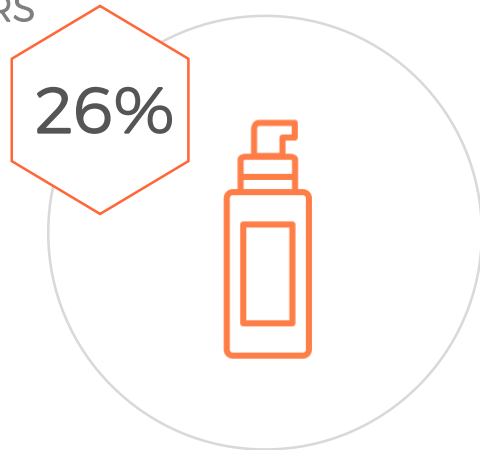
SHAMPOOS AND
CONDITIONERS



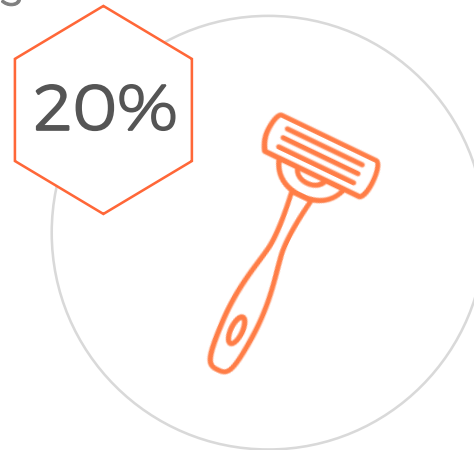
TOOTHPASTES



BODY WASHES



FACE WASHES



SHAVING PRODUCTS



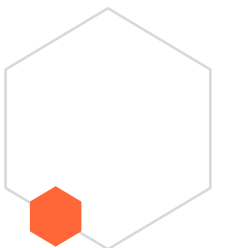
PREFERRED SHAMPOO AND CONDITIONER BRANDS PER COUNTRY

France	Belgium	UK	Spain	Italy	Netherlands	Germany
	L'ORÉAL					
L'ORÉAL		L'ORÉAL	L'ORÉAL	L'ORÉAL	L'ORÉAL	 Schwarzkopf
						














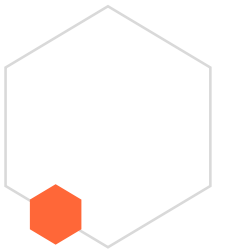
PREFERRED TOOTHPASTE BRANDS PER COUNTRY

France	Belgium	UK	Spain	Italy	Netherlands	Germany
						
						
						



PREFERRED BODY WASH BRANDS PER COUNTRY

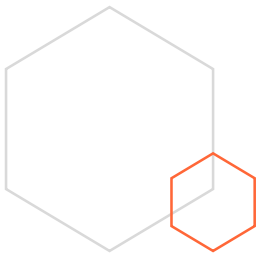
France	Belgium	UK	Spain	Italy	Netherlands	Germany
						
						
						











PREFERRED FACE WASH BRANDS PER COUNTRY

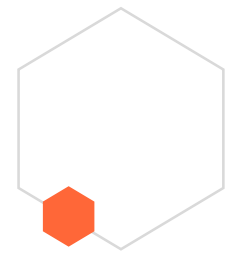
France	Belgium	UK	Spain	Italy	Netherlands	Germany
						
Neutrogena				L'ORÉAL		
	DIADERMINE LABORATOIRES	L'ORÉAL				





PREFERRED SHAVING PRODUCT BRANDS PER COUNTRY

France	Belgium	UK	Spain	Italy	Netherlands	Germany
Gillette™	Gillette™	Gillette™	Gillette™	Gillette™	Gillette™	Gillette™
MENNEN	PHILIPS		PHILIPS		PHILIPS	
	BRAUN			BRAUN		



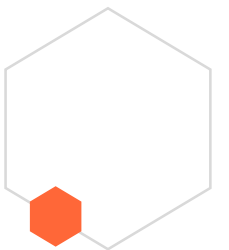
MOST IMPORTANT FACTORS FOR PERSONAL HYGIENE PRODUCTS



SHAMPOOS AND CONDITIONERS



TOOTHPASTES



MOST IMPORTANT FACTORS FOR PERSONAL HYGIENE PRODUCTS



BODY WASHES



FACE WASHES





MOST IMPORTANT FACTORS FOR PERSONAL HYGIENE PRODUCTS

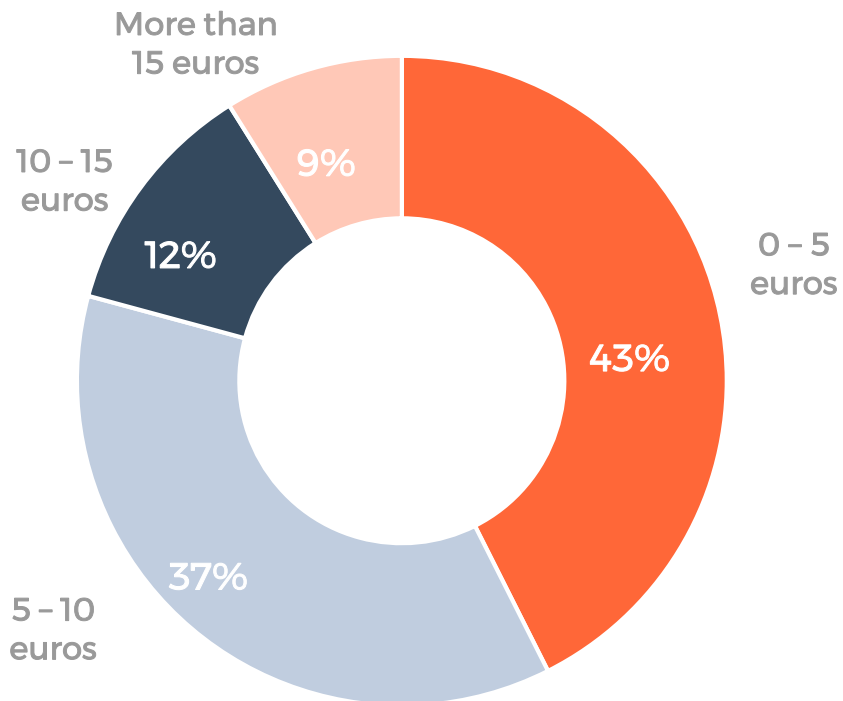


SHAVING PRODUCTS



WHEN DO EUROPEANS PERCEIVE THEMSELVES AS LOYAL AND HOW MUCH DO THEY SPEND?

Average spent per purchase



After how many purchases do Europeans perceive themselves as loyal?

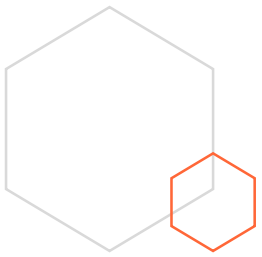
46%

AT LEAST 5 PURCHASES

25%

3 PURCHASES





EMOTIONAL CONNECTIONS

74% of Europeans declare not to feel an emotional connection to their favourite personal hygiene products and brands.

For the **26% that does**, these are the most common factors:



TRUST

71%



SECURITY

41%



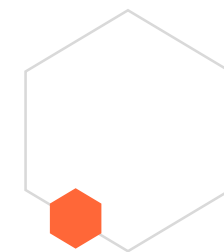
JOY

23%



NOSTALGIA

20%




TRYING OUT NEW PERSONAL HYGIENE PRODUCTS

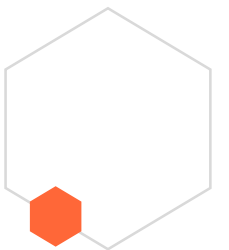
64%

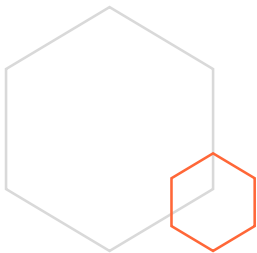
of Europeans decide about what new brands to buy during the shopping

 17% of people in France and

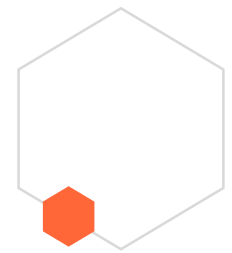
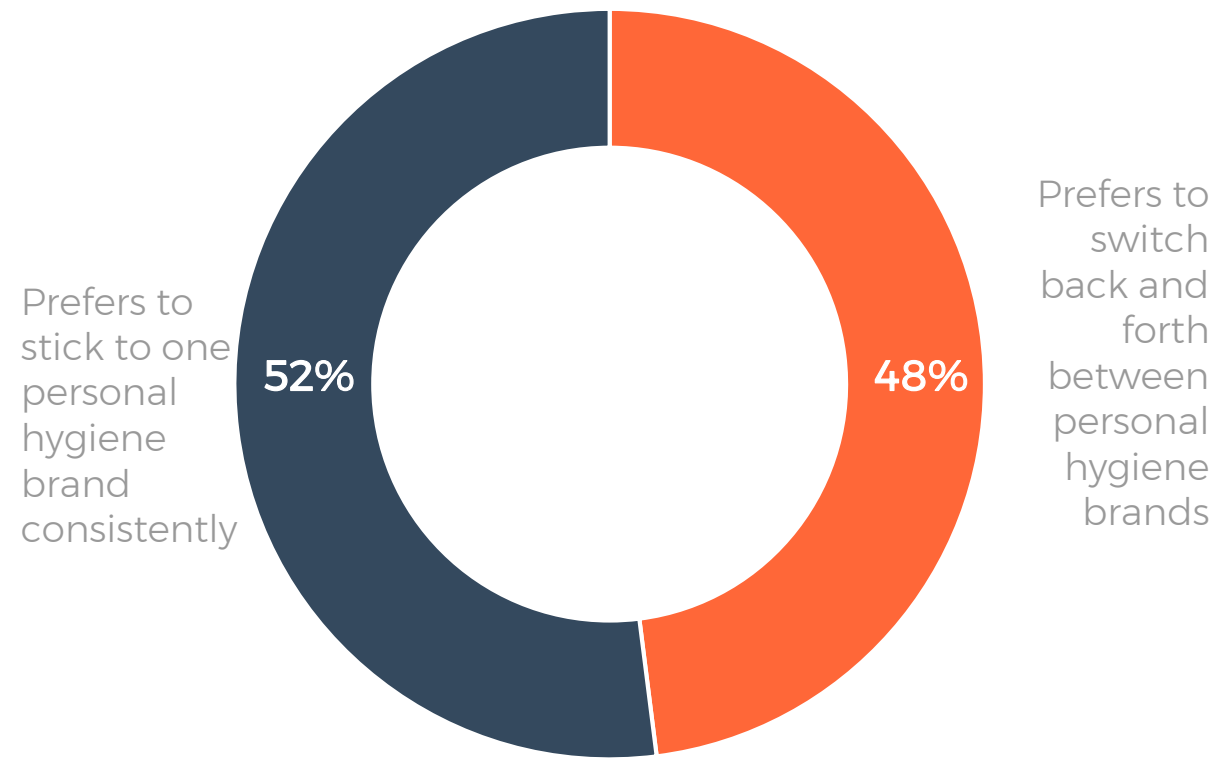
 15% of people in the UK mention that (social) influencers motivate them to try new brands

What do consumers find important when trying out new products?





DO EUROPEANS PREFER TO BUY THE SAME BRAND CONSISTENTLY?





CROWDSOURCING SOLUTIONS FOR FIELD MARKETING

The findings presented here are based on the results of an investigative task launched via the Roamler app during the month of October 2018. The purpose of which was to determine the Roamler crowd's purchasing practices related to personal hygiene products. The findings take into account the data collected from 3.745 respondents in Spain, Italy, Belgium, The Netherlands, Germany, France and the UK. The average age of participants is 26-33.

Are the details of a particular country more necessary for you?

Contact us at press@roamler.com

www.roamler.com

