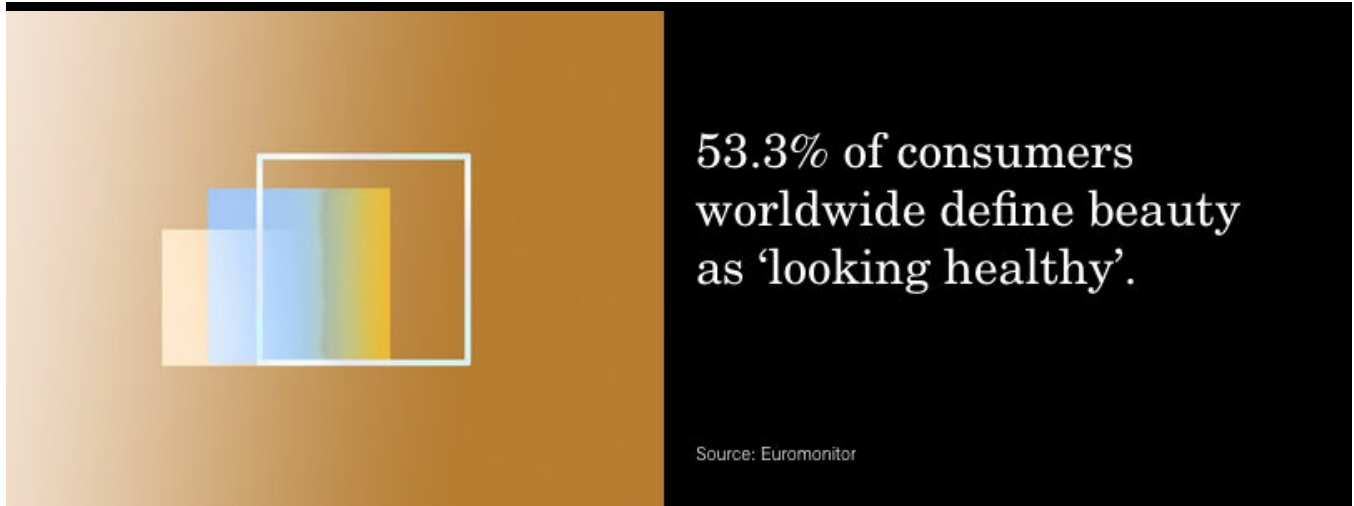


STAT: GLOBAL DEFINITIONS OF BEAUTY ARE EVOLVING

By Livvy Houghton and Alex Hawkins

11 : 01 : 2019 Beauty : Culture : Identity



A recent global survey by Euromonitor shows that definitions of beauty are changing among consumers, becoming a mix of both external characteristics and inner confidence. For more than half of respondents, (53.3%) 'looking healthy' was the top-rated definition of beauty, followed closely by 'hygiene and cleanliness' (51.3%) and 'being comfortable in your own skin' (46.6%).

Driven by a growing belief among consumers that perfection is not the end goal, the fitness, health and beauty sectors are converging. As beauty and wellness in particular amalgamate, many shoppers are seeking products and treatments that are good for both their internal health and their external appearance. For more, explore our **Total Beauty** market.