

# SKINCARE PURCHASE CHANNEL

MALAYSIAN MARKET SURVEY  
REPORT  
THIRD QUARTER  
2019



20  
19

# Research objectives

The objective of this research is to measure the market demand and study the difference between offline and online skincare buyers by surveying 9000 adults across Malaysia. The demographic targeted in this research are as follow:

Age : (18 – 60 years old)  
Race : (Chinese, Malay, Indian, Native East Malaysian)  
Gender : (Male, Female)  
Location : (All states)

This report is based on a sample of 9,000 Malaysian adults stratified to represent the Malaysian adult population profile. The data collection was gathered via Vodus Media Network partners websites and portals consisting of Media Prima, Astro, Star Media Group and Sin Chew.

This is an online methodology which uses low disruption survey method pioneered by Vodus. The fieldwork was done from 10th to 20th August 2020.



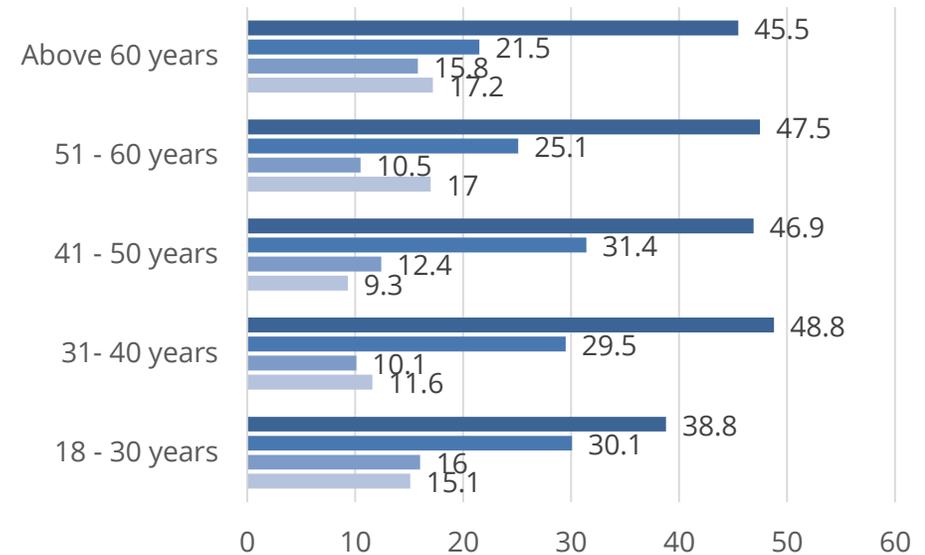
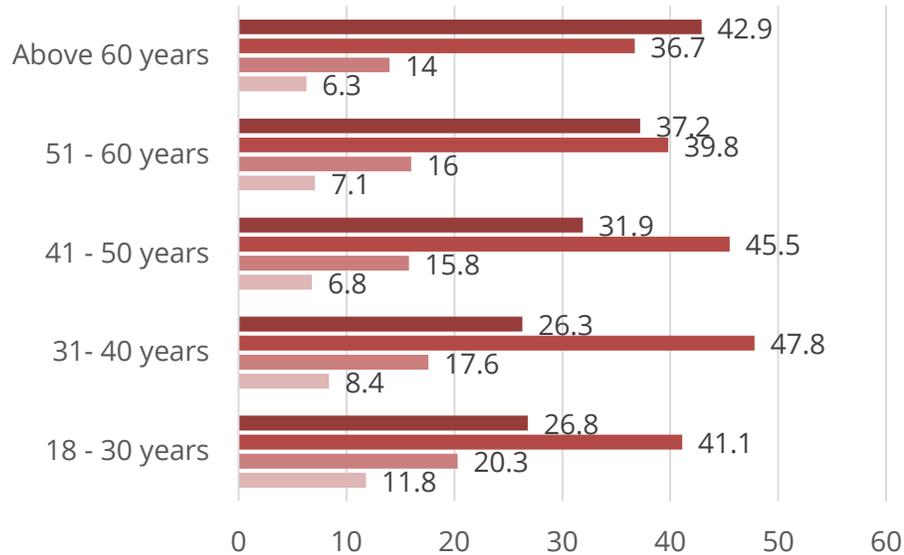
# Purchase channel breakdown by age

## and gender

Sample size: 9.3K  
Target: Adult general population in Malaysia

**Female** Younger females are more likely to purchase skincare online

**Male** Surprisingly, more men above 50 years old buys skincare online than younger men. This could be due to older men not wanting to be seen shopping for skincare in public.



- I don't use skincare
- All my skincare are bought offline
- Only some of my skincare are bought online
- I bought all my skincare online

- I don't use skincare
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# *Is there* room for skincare companies to grow

## in the online space?

Sample size: 2.3K  
Target: Offline skincare buyers

Majority of people still prefer to buy skincare products offline, citing authenticity concern as the main reason. Other reasons include seeking advice from store assistants and sampling products in-store.

Skincare brands can potentially boost their online sales by overcoming these major issues faced by the consumers.

# 36.8%

Claims that they bought all their skincare offline

# 35.8%

Don't use any skincare

# 15.7%

Bought some of their skincare online

# 11.7%

Bought all their skincare online

Reasons for buying skincare products offline

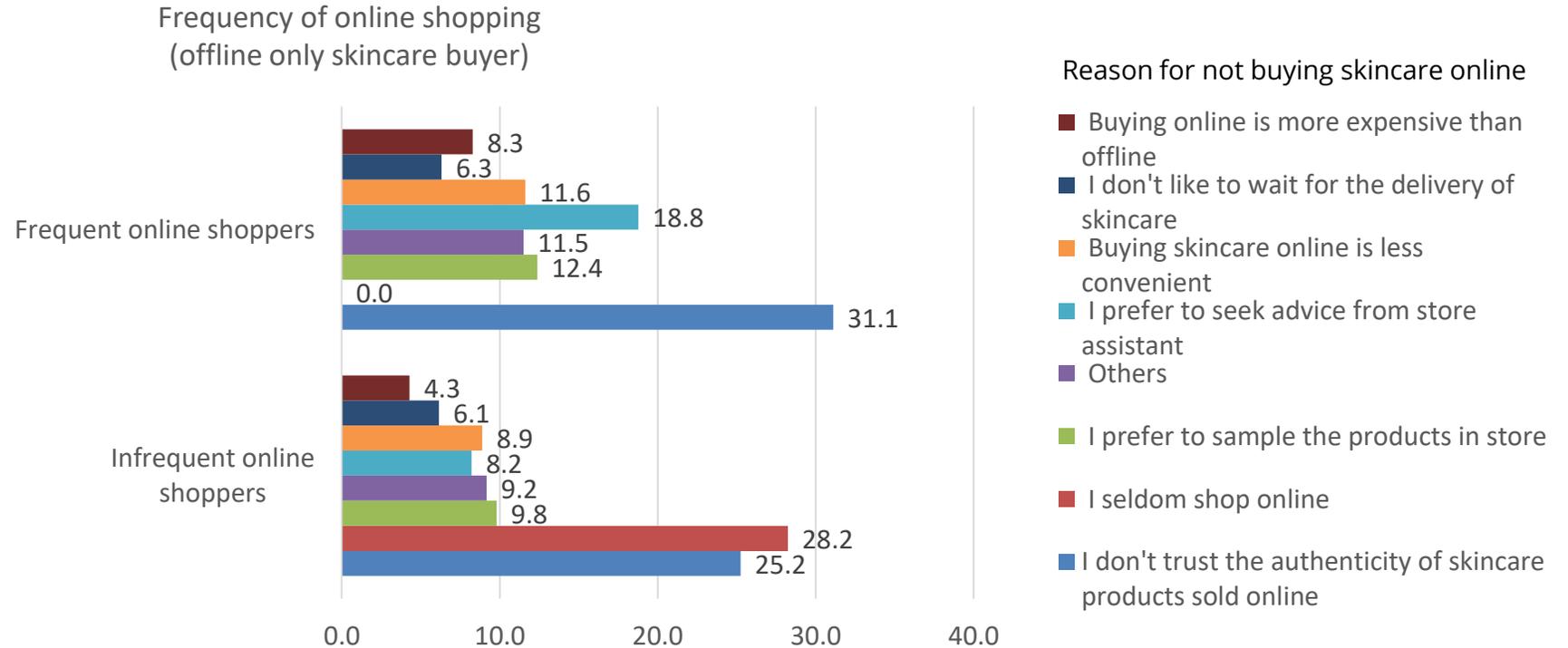


# Why do frequent online shoppers choose not to buy their skincare online?

Sample size: 2K  
Target: Offline skincare buyers

It may seem natural for frequent online shoppers to also buy their skincare online. However, frequent online shoppers who don't buy their skincare online generally cite authenticity and seeking advice from store assistant as their primary factor for not buying skincare online.

As more people are doing their shopping online, these two factors will be the key driver for driving in-store sales for skincare consumers who prefer not to buy their skincare from online.

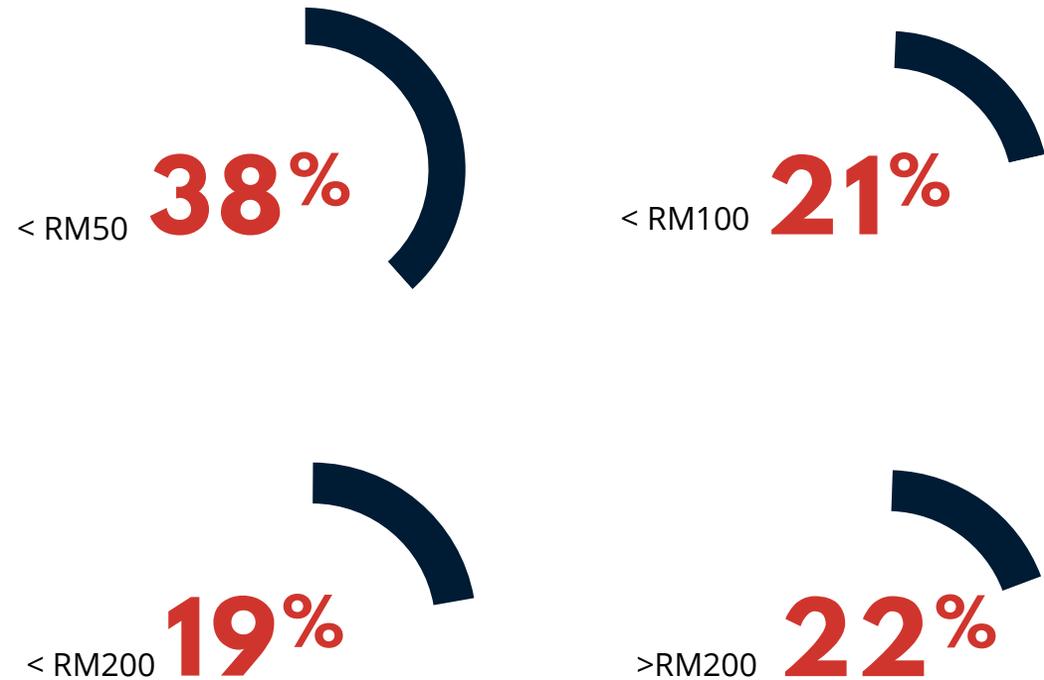


# Why do consumers buy skincare online?

Sample size: 480  
Target: Online only skincare buyers



Budget for skincare (Online Buyers)



Online only skincare buyers are generally more price sensitive.

# How do I drive online skincare sales for each race?

Sample size: 480  
Target: Online only skincare buyers

## Malay

Cites that the reasons for buying their skincare online is because skincare are cheaper online

## Chinese

The ease of getting free samples online drives Chinese to buy their skincare online



## Indian

To be able to check for online reviews is the top factor that drives Indian to buy their skincare online

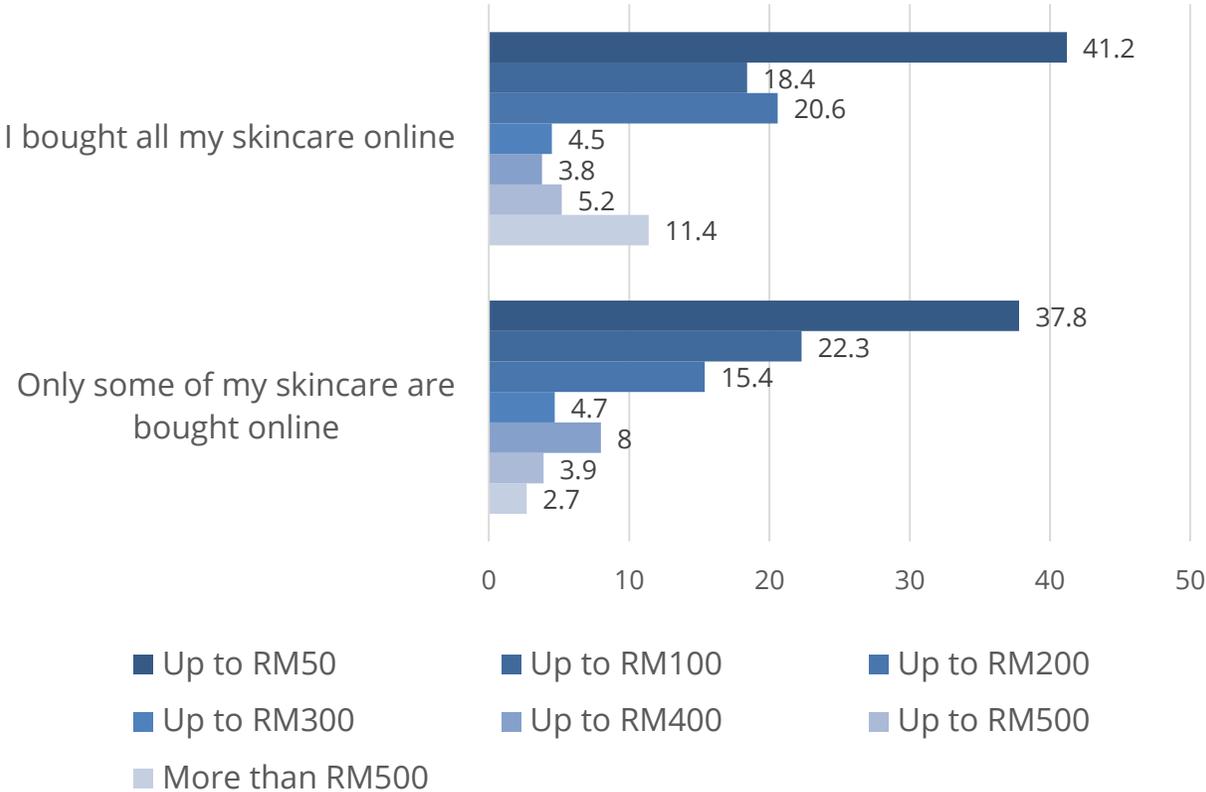
## Others

Native east Malaysian cites cheaper skincare prices and ability to check online reviews as the primary factor for buying skincare online

# What is the budget breakdown among online and mixed channel skincare buyers?

Sample size: 523  
Target: Online skincare buyers

Skincare budget (Online skincare buyers)



The skincare budget among those who buy their skincare **only from online** are more polarized between the lowest and highest budget.

# Four top reasons buy skincare online and offline

Sample size: 782

Target: Mixed channel (online & offline) skincare buyers

ONLINE



OFFLINE



# Market share: Skincare Online Sales

## Platform

Sample size: 782  
Target: Online skincare buyers

Bargain hunters generally prefer to buy skincare from Shopee.



**28%**  
Lazada

**8%**  
SEPHORA

**7%**  
ZALORA

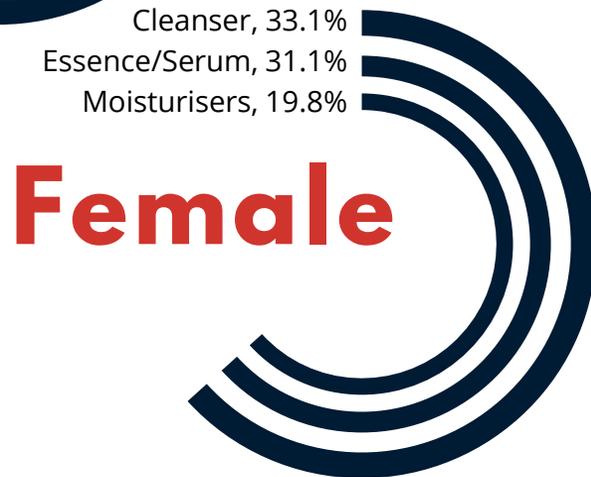
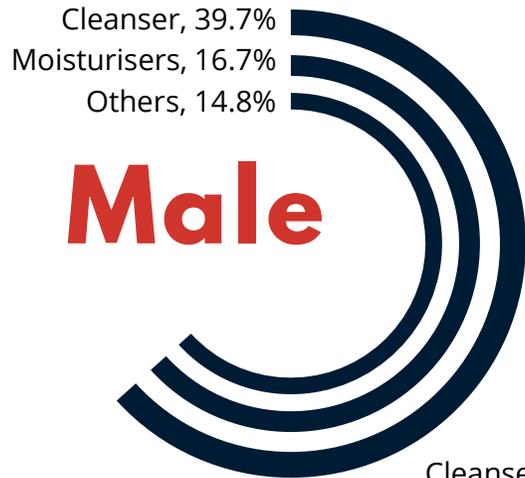
**6%**  
HERMO

**16%**  
Others

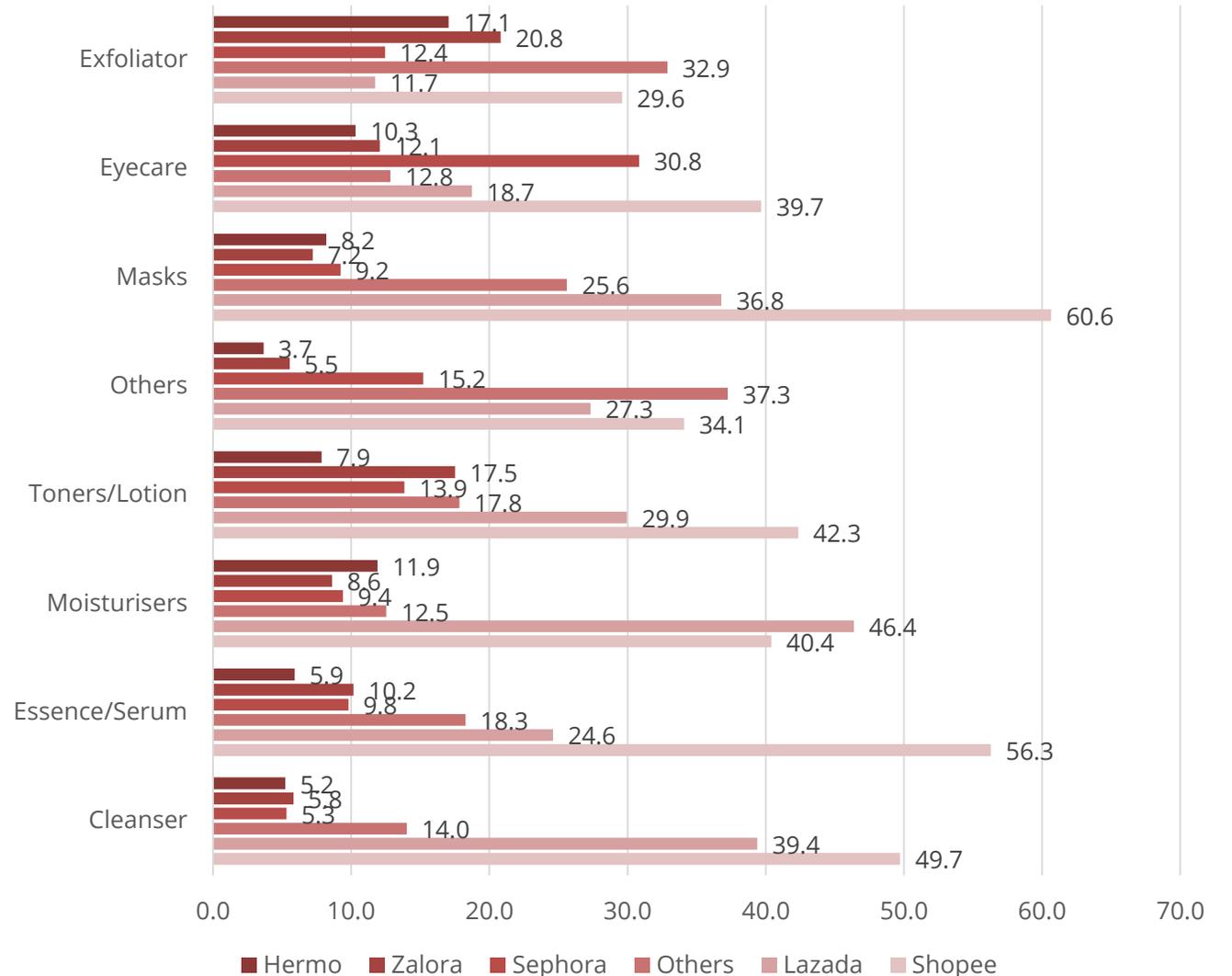
# Skincare types bought online?

Sample size: 950  
Target: Online skincare buyers

Cleanser is the most popular product amongst male and female online shoppers.



Skincare types bought online by Skincare Online Sales Platform



# Want to learn more **about us ?...**

Vodus pioneers the “answer one-question at a time” survey methodology that enables 17 million Malaysians to be surveyed across the online media network of the largest media conglomerates in Malaysia (Astro, Media Prima, Sin Chew, The Star, Kwong Wah) to obtain market insights that are faster, more representative, accurate and cost effective.

For more information please visit:  
<https://vodus.com>

## **OUR SOLUTIONS**

By having vast amount of market data on Malaysian consumers, we are in prime position to help businesses grow and gain market share through our solutions:

### **Insights Solutions:**

1. Instant Insights (Consumer U&A, market validation)
2. Brand Health Tracker

### **Insights Driven Advertising Solutions:**

1. Construct audience persona of your target market
2. Ad Creative Impact Test
3. Brand lift survey

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