

TrendER

'The human truth behind the trend'

3 Key physical attributes that make women feel beautiful

TrendER Insights 2015



Research Methodology

❖ Research
Research was conducted using a sample size of 60 respondents

❖ Digestion
This phase involves the collection of all research data for analysis. In the digestion phase our trend analysts scrutinize all information received in order to export the data into relevant and meaningful insights. This is where we 'unlock the human truth behind the trend'

❖ Report
In the report phase we use the research insights extracted from the second phase to compile a consumer research report. These research reports are the tools designed to help marketers and brands gain a deeper understanding of the consumer market in their path to developing differentiated brand positioning's, impactful communication and campaigns.



Facial features were by far the most mentioned attributes that contribute to a woman's beauty.



Skin

Flawless radiant skin is still the most important feature when women define their own individual beauty.

This also includes being comfortable in one's skin as it represents an individual's contentment with her self.



Eyes

Eyes do not lie and they are a reflection of what is on the inside.

They are not only a facet of the outer beauty but also a representation of one's inner beauty.

So (according to our respondents) in order to see someone's true beauty, you need to look into their eyes.



Lips

Lips are seen to play a huge role in making women beautiful and they are also an important feature when it comes to a person's smile.

Key insight

These facial features not only represent the outside (physical) but a window to one's internal being. Skin, ("being confortable in one's skin") represents contentment both physically and emotionally, eyes showing a person's true reflection internally ("eyes do not lie") and lastly lips being a representation of one's smile and how one feels.

This further reiterates the insight of inner and outer beauty co-existing and one not being able to exist without the other.



Which part would you change about yourself?

Buttocks

The most common and first thing women wanted to change about themselves was their buttocks. They either felt it was too small or too big; they were not happy with the size of their buttocks.

Breasts

Second on the list is their breasts. This is also about size but in this instance most woman think that their breast size is too small and would like to get a bigger breast size.

Stomach

Women want flat stomachs. Which makes this body feature the 3rd on the top three things that women would change about themselves.

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