

FACE / SKIN CARE & COSMETICS (April 2014)

This sub-panel is based on Single-choice and Multiple-choice question types with a total of 1,249 female respondents from Nusaresearch Panel. Statistical result includes tables in following content:

1. Frequency of using face/skin care and cosmetics
2. Average price of face/skin care and cosmetics buying within the recent 3 months
3. Face/skin care and cosmetics shopping place within the recent 3 months
4. Brand of face/skin care and cosmetics using within the recent 3 months

1. Frequency of using face/skin care and cosmetics [Matrix SA] (n=1,249)

	Total	Everyday		4 - 6 times / week		2 - 3 times / week	
	Frequency	Frequency	Percent	Frequency	Percent	Frequency	Percent
Cleanser / Makeup remover	1,249	947	75.8%	59	4.7%	42	3.4%
Body lotion	1,249	945	75.7%	75	6.0%	58	4.6%
Face powder	1,249	940	75.3%	93	7.4%	42	3.4%
Deodorant	1,249	898	71.9%	64	5.1%	10	0.8%
Face cream	1,249	757	60.6%	81	6.5%	66	5.3%
Sunblock cream	1,249	701	56.1%	82	6.6%	60	4.8%
Lipstick	1,249	661	52.9%	142	11.4%	77	6.2%
Foundation / Lining cream	1,249	548	43.9%	127	10.2%	93	7.4%
Rose water / Water moisturizer	1,249	437	35.0%	75	6.0%	50	4.0%
Eye / Lip / Eyebrow liner	1,249	367	29.4%	143	11.4%	101	8.1%
Moisturizing mask	1,249	244	19.5%	93	7.4%	173	13.9%
Blush on / Eyeshadow	1,249	241	19.3%	147	11.8%	113	9.0%
Mascara	1,249	240	19.2%	136	10.9%	106	8.5%
Hair conditioner / Styling gel	1,249	203	16.3%	161	12.9%	273	21.9%
Concealer	1,249	149	11.9%	93	7.4%	83	6.6%

	Once a week		1 - 2 times / month		Hardly used		Never used	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Cleanser / Makeup remover	24	1.9%	11	0.9%	121	9.7%	45	3.6%
Body lotion	19	1.5%	16	1.3%	113	9.0%	23	1.8%
Face powder	20	1.6%	20	1.6%	105	8.4%	29	2.3%
Deodorant	8	0.6%	6	0.5%	121	9.7%	142	11.4%
Face cream	45	3.6%	25	2.0%	163	13.1%	112	9.0%
Sunblock cream	36	2.9%	28	2.2%	193	15.5%	149	11.9%
Lipstick	42	3.4%	31	2.5%	213	17.1%	83	6.6%
Foundation / Lining cream	39	3.1%	28	2.2%	277	22.2%	137	11.0%
Rose water / Water moisturizer	61	4.9%	26	2.1%	286	22.9%	314	25.1%
Eye / Lip / Eyebrow liner	57	4.6%	38	3.0%	341	27.3%	202	16.2%
Moisturizing mask	207	16.6%	92	7.4%	298	23.9%	142	11.4%
Blush on / Eyeshadow	74	5.9%	59	4.7%	405	32.4%	210	16.8%
Mascara	83	6.6%	54	4.3%	409	32.7%	221	17.7%
Hair conditioner / Styling gel	78	6.2%	47	3.8%	284	22.7%	203	16.3%
Concealer	51	4.1%	31	2.5%	384	30.7%	458	36.7%

2. Average price of face/skin care and cosmetics buying within the recent 3 months [Matrix SA] (n=1,249)

	Rose water / Water moisturizer		Sunblock cream		Body lotion		Foundation / Lining cream	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Total	1,249	100.0%	1,249	100.0%	1,249	100.0%	1,249	100.0%
Rp 10,000 - Rp 25,000	539	43.2%	223	17.9%	536	42.9%	274	21.9%
Rp 25,001 - Rp 50,000	179	14.3%	403	32.3%	455	36.4%	362	29.0%
Rp 50,001 - Rp 70,000	40	3.2%	171	13.7%	108	8.6%	151	12.1%
Rp 70,001 - Rp 100,000	27	2.2%	93	7.4%	52	4.2%	87	7.0%
Rp 100,001 - Rp 150,000	12	1.0%	55	4.4%	28	2.2%	53	4.2%
Rp 150,001 - Rp 200,000	8	0.6%	29	2.3%	10	0.8%	37	3.0%
Rp 200,001 - Rp 300,000	4	0.3%	16	1.3%	6	0.5%	14	1.1%
Rp 300,001 - Rp 400,000	1	0.1%	5	0.4%	0	0.0%	8	0.6%
Rp 400,001 - Rp 500,000	1	0.1%	0	0.0%	0	0.0%	2	0.2%
More than Rp 500,000	1	0.1%	3	0.2%	1	0.1%	0	0.0%
Never bought	437	35.0%	251	20.1%	53	4.2%	261	20.9%

	Concealer		Face powder		Blush on / Eyeshadow		Eye / Lip / Eyebrow liner	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Total	1,249	100.0%	1,249	100.0%	1,249	100.0%	1,249	100.0%
Rp 10,000 - Rp 25,000	118	9.4%	311	24.9%	125	10.0%	183	14.7%
Rp 25,001 - Rp 50,000	204	16.3%	477	38.2%	309	24.7%	327	26.2%
Rp 50,001 - Rp 70,000	117	9.4%	210	16.8%	196	15.7%	197	15.8%
Rp 70,001 - Rp 100,000	87	7.0%	78	6.2%	128	10.2%	100	8.0%
Rp 100,001 - Rp 150,000	29	2.3%	59	4.7%	56	4.5%	48	3.8%
Rp 150,001 - Rp 200,000	17	1.4%	28	2.2%	30	2.4%	18	1.4%
Rp 200,001 - Rp 300,000	6	0.5%	15	1.2%	11	0.9%	8	0.6%
Rp 300,001 - Rp 400,000	2	0.2%	5	0.4%	3	0.2%	2	0.2%
Rp 400,001 - Rp 500,000	0	0.0%	1	0.1%	0	0.0%	1	0.1%
More than Rp 500,000	0	0.0%	3	0.2%	2	0.2%	1	0.1%
Never bought	669	53.6%	62	5.0%	389	31.1%	364	29.1%

	Mascara		Lipstick		Cleanser / Makeup remover		Moisturizing mask	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Total	1,249	100.0%	1,249	100.0%	1,249	100.0%	1,249	100.0%
Rp 10,000 - Rp 25,000	99	7.9%	178	14.3%	651	52.1%	387	31.0%
Rp 25,001 - Rp 50,000	273	21.9%	446	35.7%	323	25.9%	361	28.9%
Rp 50,001 - Rp 70,000	255	20.4%	243	19.5%	99	7.9%	93	7.4%
Rp 70,001 - Rp 100,000	163	13.1%	117	9.4%	43	3.4%	50	4.0%
Rp 100,001 - Rp 150,000	61	4.9%	59	4.7%	18	1.4%	19	1.5%
Rp 150,001 - Rp 200,000	19	1.5%	38	3.0%	10	0.8%	8	0.6%
Rp 200,001 - Rp 300,000	3	0.2%	11	0.9%	0	0.0%	3	0.2%
Rp 300,001 - Rp 400,000	3	0.2%	1	0.1%	2	0.2%	4	0.3%
Rp 400,001 - Rp 500,000	2	0.2%	1	0.1%	2	0.2%	3	0.2%
More than Rp 500,000	2	0.2%	2	0.2%	0	0.0%	2	0.2%
Never bought	369	29.5%	153	12.2%	101	8.1%	319	25.5%

	Face cream		Hair conditioner / Styling gel		Deodorant	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Total	1,249	100.0%	1,249	100.0%	1,249	100.0%
Rp 10,000 - Rp 25,000	243	19.5%	313	25.1%	618	49.5%
Rp 25,001 - Rp 50,000	322	25.8%	364	29.1%	314	25.1%
Rp 50,001 - Rp 70,000	196	15.7%	124	9.9%	69	5.5%
Rp 70,001 - Rp 100,000	113	9.0%	62	5.0%	34	2.7%
Rp 100,001 - Rp 150,000	78	6.2%	18	1.4%	12	1.0%
Rp 150,001 - Rp 200,000	41	3.3%	6	0.5%	6	0.5%
Rp 200,001 - Rp 300,000	31	2.5%	0	0.0%	0	0.0%
Rp 300,001 - Rp 400,000	8	0.6%	1	0.1%	0	0.0%
Rp 400,001 - Rp 500,000	3	0.2%	0	0.0%	0	0.0%
More than Rp 500,000	5	0.4%	0	0.0%	0	0.0%
Never bought	209	16.7%	361	28.9%	196	15.7%

3. Face/skin care and cosmetics shopping place within the recent 3 months [MA] (n=1,249)

	Frequency	Percent
Total	1,249	100.0%
Supermarkets	862	69.0%
Shopping malls	595	47.6%
Stores specializing in selling cosmetic	571	45.7%
Authorized stores	249	19.9%
Online shopping	245	19.6%
SPA / Beauty salon	131	10.5%
Grocery store	110	8.8%
Markets	99	7.9%
Being gifted	81	6.5%
Drug stores / Pharmacies	73	5.8%
Selling at home	32	2.6%
Others	39	3.1%

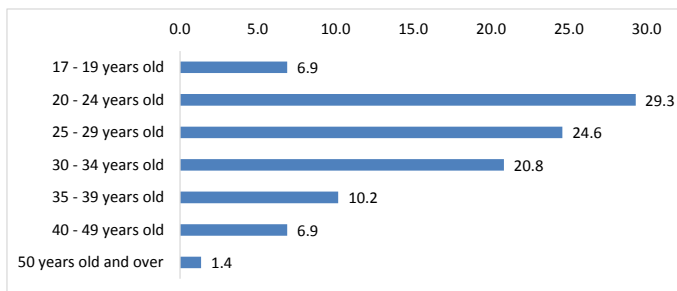
4. Brand of face/skin care and cosmetics using within the recent 3 months [MA] (n=1,249)

	Frequency	Percent
Total	1,249	100.0%
Pond's	536	42.9%
Wardah	509	40.8%
Citra	430	34.4%
Oriflame	400	32.0%
Maybelline	391	31.3%
Sariayu	329	26.3%
Viva	261	20.9%
Nivea	243	19.5%
Revlon	218	17.5%
Body shop	211	16.9%
Olay's	200	16.0%
L'Oreal Paris	150	12.0%
Etude House	66	5.3%
MAC	65	5.2%
The Face Shop	43	3.4%
Marcks	40	3.2%
SK-II	36	2.9%
Others	237	19.0%

Respondent's Profile

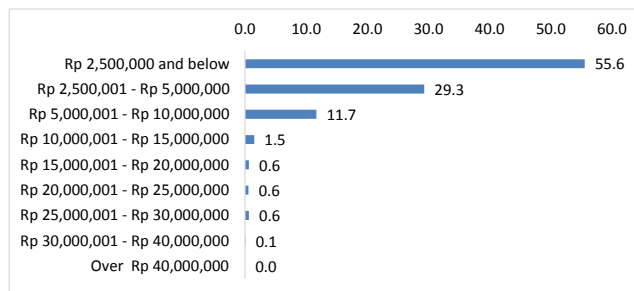
1. Age (n=1,249)

Unit: %



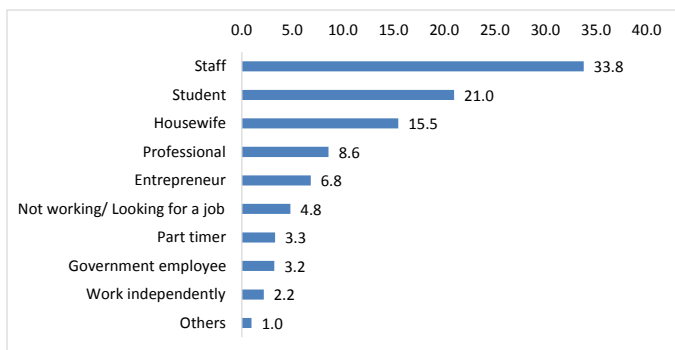
2. Monthly Personal Income (n=1,249)

Unit: %



3. Occupation (n=1,249)

Unit: %



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