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Three Quarters of Younger Adults Are Interested in Unisex Personal Care Products

When Shopping For Personal Care Products, Nearly Four in Ten Younger Adults Look For High Quality Products

Washington, DC, February 3, 2020 — A new Ipsos poll conducted on behalf of BIC finds that shampoo and deodorant are among the top personal care products used regularly (87% and 86% respectively). When shopping for personal care products, 29% of adults age 18-34 and a quarter of adults age 35-54 say they always select the most affordable item available/products on sale. Nearly seven in ten adults age 18-34 agree that companies should create more unisex personal care or beauty products and that brands should lead the change in creating/offering unisex personal care products (69% and 72% respectively).

Adults age 18-34 are the most interested in using personal care products such as razors, shaving cream, hair care products, and skin care products that are marketed towards both women and men. Of the unisex products, a majority of respondents believe unisex hair care and skin care products are available for purchase (59% and 54% respectively).

Shampoo, conditioner, and bodywash are the top three items marketed to both men and women that consumers are likely to purchase. For all three items, adults age 18-34 are significantly more likely to definitely purchase the products. Over a third of adults age 18-34 report that they definitely would purchase unisex shampoo (37%). This number decreases to 31% for adults age 35-54 and 27% for adults age 55+. Similarly, 34% of adults age 18-34, a quarter of adults age 35-54 and 19% of adults age 55+ are likely to say they would definitely purchase unisex conditioner. For unisex bodywash, a third of adults age 18-34, 27% of adults age 35-54, and 21% of adults age 55+ report that they would definitely purchase.

For full results, please refer to the following questionnaire.



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Full Annotated Questionnaire:

1. From the list below, which of the following personal care products do you use regularly?
Select all that apply.

	Total (N=1,005)	Age 18-34 (N=265)	Age 35-54 (N=335)	Age 55+ (N=405)
Shampoo	87%	84%	86%	90%
Deodorant	86%	82%	87%	87%
Body wash	67%	78%	69%	56%
Razors	64%	61%	66%	63%
Conditioner	61%	63%	67%	54%
Body Lotion	55%	55%	59%	51%
Facial cleanser	40%	48%	42%	30%
Shaving cream	39%	40%	44%	33%
Face Lotion	39%	47%	38%	34%
Facial scrub	21%	29%	22%	14%
None of the above	2%	2%	2%	2%

2. When shopping for personal care products like the ones listed in the previous question, please indicate how often you do each of the following.

- a. I select the most affordable item available / products on sale

	Total	Age 18-34	Age 35-54	Age 55+
Always	23%	29%	25%	16%
Often	50%	52%	48%	51%
Rarely	19%	14%	20%	23%
Never	5%	4%	5%	6%
Don't know	3%	2%	2%	3%

- b. I look for products specifically marketed to men/women

	Total	Age 18-34	Age 35-54	Age 55+
Always	20%	27%	21%	14%
Often	45%	41%	47%	47%
Rarely	23%	21%	19%	28%
Never	8%	8%	8%	8%
Don't know	3%	3%	5%	2%



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i. **[Only asked of men]** I look for products specifically marketed to men

	Total	Age 18-34	Age 35-54	Age 55+
Always	24%	32%	26%	14%
Often	47%	44%	44%	52%
Rarely	18%	11%	16%	27%
Never	7%	10%	6%	6%
Don't know	4%	4%	7%	1%

ii. **[Only asked of women]** I look for products specifically marketed to women

	Total	Age 18-34	Age 35-54	Age 55+
Always	17%	23%	17%	14%
Often	44%	38%	49%	44%
Rarely	27%	30%	22%	29%
Never	9%	7%	9%	9%
Don't know	3%	2%	3%	3%

c. I am loyal to a specific brand or product

	Total	Age 18-34	Age 35-54	Age 55+
Always	23%	26%	26%	17%
Often	49%	47%	43%	56%
Rarely	21%	20%	21%	21%
Never	5%	5%	7%	4%
Don't know	2%	1%	2%	2%

d. I choose the product that has the highest rating or customer review

	Total	Age 18-34	Age 35-54	Age 55+
Always	14%	24%	14%	6%
Often	37%	40%	39%	33%
Rarely	30%	24%	26%	39%
Never	11%	8%	11%	14%
Don't know	7%	5%	9%	8%



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e. I look for brands that supports a good cause

	Total	Age 18-34	Age 35-54	Age 55+
Always	11%	20%	10%	4%
Often	30%	39%	28%	24%
Rarely	40%	28%	41%	49%
Never	15%	10%	17%	16%
Don't know	5%	3%	4%	8%

f. I look for products that are for sensitive skin

	Total	Age 18-34	Age 35-54	Age 55+
Always	23%	32%	24%	15%
Often	34%	34%	37%	31%
Rarely	31%	27%	28%	37%
Never	10%	5%	9%	15%
Don't know	2%	1%	2%	3%

g. I look for high quality products

	Total	Age 18-34	Age 35-54	Age 55+
Always	32%	38%	35%	25%
Often	50%	45%	46%	57%
Rarely	12%	11%	14%	12%
Never	3%	5%	3%	3%
Don't know	2%	1%	3%	3%

h. I look for products with a premium brand

	Total	Age 18-34	Age 35-54	Age 55+
Always	14%	20%	18%	6%
Often	42%	43%	38%	46%
Rarely	33%	28%	34%	37%
Never	7%	6%	6%	8%
Don't know	4%	3%	5%	3%



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3. How interested are you in using the following personal care products that are marketed towards both women and men?

Total Interested Summary

	Total	Age 18-34	Age 35-54	Age 55+
Hair care products	66%	75%	65%	61%
Skin care products	63%	74%	60%	57%
Razors	59%	75%	60%	46%
Shaving cream	52%	69%	52%	38%

a. Razors

	Total	Age 18-34	Age 35-54	Age 55+
Very interested	29%	43%	28%	17%
Somewhat interested	31%	32%	32%	29%
Somewhat uninterested	21%	13%	19%	28%
Very uninterested	16%	10%	17%	21%
Don't know	4%	2%	4%	5%
<i>Interested (Net)</i>	<i>59%</i>	<i>75%</i>	<i>60%</i>	<i>46%</i>
<i>Not interested (Net)</i>	<i>37%</i>	<i>24%</i>	<i>36%</i>	<i>49%</i>

b. Shaving cream

	Total	Age 18-34	Age 35-54	Age 55+
Very interested	20%	26%	22%	12%
Somewhat interested	32%	43%	30%	26%
Somewhat uninterested	22%	16%	21%	26%
Very uninterested	22%	14%	22%	30%
Don't know	4%	1%	5%	6%
<i>Interested (Net)</i>	<i>52%</i>	<i>69%</i>	<i>52%</i>	<i>38%</i>
<i>Not interested (Net)</i>	<i>44%</i>	<i>30%</i>	<i>43%</i>	<i>56%</i>

c. Hair care products

	Total	Age 18-34	Age 35-54	Age 55+
Very interested	26%	34%	28%	18%
Somewhat interested	40%	41%	37%	43%
Somewhat uninterested	18%	14%	19%	22%
Very uninterested	12%	9%	12%	14%
Don't know	3%	2%	4%	4%
<i>Interested (Net)</i>	<i>66%</i>	<i>75%</i>	<i>65%</i>	<i>61%</i>
<i>Not interested (Net)</i>	<i>30%</i>	<i>23%</i>	<i>32%</i>	<i>35%</i>



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d. Skin care products

	Total	Age 18-34	Age 35-54	Age 55+
Very interested	24%	34%	25%	16%
Somewhat interested	39%	40%	35%	41%
Somewhat uninterested	21%	15%	23%	24%
Very uninterested	12%	10%	12%	15%
Don't know	3%	1%	5%	4%
<i>Interested (Net)</i>	<i>63%</i>	<i>74%</i>	<i>60%</i>	<i>57%</i>
<i>Not interested (Net)</i>	<i>34%</i>	<i>25%</i>	<i>35%</i>	<i>39%</i>

4. In your opinion, how available for purchase are each of the following...

Total Available Summary

	Total	Age 18-34	Age 35-54	Age 55+
Unisex hair care products	59%	61%	60%	57%
Unisex skin care products	54%	61%	54%	49%
Unisex shaving cream	48%	54%	50%	40%
Unisex razors	47%	51%	48%	42%

a. Unisex razors

	Total	Age 18-34	Age 35-54	Age 55+
Very available	20%	25%	21%	16%
Somewhat available	27%	26%	27%	26%
Somewhat unavailable	22%	21%	24%	21%
Very unavailable	12%	16%	11%	10%
Don't know	19%	12%	16%	27%
<i>Available (Net)</i>	<i>47%</i>	<i>51%</i>	<i>48%</i>	<i>42%</i>
<i>Unavailable (Net)</i>	<i>34%</i>	<i>37%</i>	<i>35%</i>	<i>31%</i>

b. Unisex shaving cream

	Total	Age 18-34	Age 35-54	Age 55+
Very available	18%	23%	18%	14%
Somewhat available	30%	31%	32%	27%
Somewhat unavailable	21%	22%	20%	22%
Very unavailable	12%	13%	14%	11%
Don't know	19%	11%	17%	28%
<i>Available (Net)</i>	<i>48%</i>	<i>54%</i>	<i>50%</i>	<i>40%</i>
<i>Unavailable (Net)</i>	<i>33%</i>	<i>35%</i>	<i>33%</i>	<i>32%</i>



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c. Unisex hair care products

	Total	Age 18-34	Age 35-54	Age 55+
Very available	25%	26%	23%	26%
Somewhat available	34%	35%	37%	31%
Somewhat unavailable	16%	18%	17%	14%
Very unavailable	9%	13%	9%	7%
Don't know	15%	8%	14%	22%
<i>Available (Net)</i>	<i>59%</i>	<i>61%</i>	<i>60%</i>	<i>57%</i>
<i>Unavailable (Net)</i>	<i>25%</i>	<i>30%</i>	<i>26%</i>	<i>21%</i>

d. Unisex skin care products

	Total	Age 18-34	Age 35-54	Age 55+
Very available	21%	24%	21%	19%
Somewhat available	33%	37%	32%	30%
Somewhat unavailable	21%	21%	22%	19%
Very unavailable	9%	8%	9%	9%
Don't know	17%	10%	15%	24%
<i>Available (Net)</i>	<i>54%</i>	<i>61%</i>	<i>54%</i>	<i>49%</i>
<i>Unavailable (Net)</i>	<i>29%</i>	<i>29%</i>	<i>31%</i>	<i>28%</i>

5. How likely would you be to purchase the following items marketed to both men and women (i.e. Unisex)?

Total Purchase Summary

	Total	Age 18-34	Age 35-54	Age 55+
Shampoo	52%	57%	53%	48%
Conditioner	49%	59%	51%	39%
Body wash	45%	54%	47%	35%
Razors	44%	57%	45%	31%
Body Lotion	44%	55%	45%	35%
Razors	44%	57%	45%	31%
Shaving cream	42%	50%	46%	32%
Face Lotion	39%	48%	43%	27%
Deodorant	39%	56%	40%	26%
Facial cleanser	38%	48%	40%	27%
Facial scrub	35%	43%	39%	26%



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a. Razors

	Total	Age 18-34	Age 35-54	Age 55+
1 - Definitely would purchase	26%	36%	26%	17%
2	18%	21%	19%	14%
3	27%	19%	29%	31%
4	14%	13%	13%	16%
5 - Definitely would not purchase	16%	11%	13%	22%
<i>Purchase (Net)</i>	<i>44%</i>	<i>57%</i>	<i>45%</i>	<i>31%</i>
<i>Not Purchase (Net)</i>	<i>30%</i>	<i>24%</i>	<i>26%</i>	<i>38%</i>

b. Shaving cream

	Total	Age 18-34	Age 35-54	Age 55+
1 - Definitely would purchase	22%	31%	21%	14%
2	21%	20%	25%	18%
3	27%	27%	25%	27%
4	14%	10%	15%	16%
5 - Definitely would not purchase	17%	12%	14%	24%
<i>Purchase (Net)</i>	<i>42%</i>	<i>50%</i>	<i>46%</i>	<i>32%</i>
<i>Not Purchase (Net)</i>	<i>31%</i>	<i>22%</i>	<i>29%</i>	<i>41%</i>

c. Body Lotion

	Total	Age 18-34	Age 35-54	Age 55+
1 - Definitely would purchase	24%	33%	23%	17%
2	21%	22%	22%	18%
3	30%	24%	31%	34%
4	12%	11%	12%	14%
5 - Definitely would not purchase	14%	11%	13%	17%
<i>Purchase (Net)</i>	<i>44%</i>	<i>55%</i>	<i>45%</i>	<i>35%</i>
<i>Not Purchase (Net)</i>	<i>26%</i>	<i>22%</i>	<i>24%</i>	<i>31%</i>

d. Face Lotion

	Total	Age 18-34	Age 35-54	Age 55+
1 - Definitely would purchase	19%	27%	19%	12%
2	20%	21%	25%	15%
3	29%	27%	26%	33%
4	16%	10%	17%	20%
5 - Definitely would not purchase	16%	14%	13%	20%
<i>Purchase (Net)</i>	<i>39%</i>	<i>48%</i>	<i>43%</i>	<i>27%</i>
<i>Not Purchase (Net)</i>	<i>32%</i>	<i>25%</i>	<i>31%</i>	<i>40%</i>



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e. Shampoo

	Total	Age 18-34	Age 35-54	Age 55+
1 - Definitely would purchase	31%	37%	31%	27%
2	21%	19%	22%	21%
3	29%	23%	29%	33%
4	10%	13%	8%	10%
5 - Definitely would not purchase	9%	8%	10%	9%
<i>Purchase (Net)</i>	<i>52%</i>	<i>57%</i>	<i>53%</i>	<i>48%</i>
<i>Not Purchase (Net)</i>	<i>19%</i>	<i>21%</i>	<i>18%</i>	<i>19%</i>

f. Conditioner

	Total	Age 18-34	Age 35-54	Age 55+
1 - Definitely would purchase	26%	34%	25%	19%
2	23%	25%	26%	19%
3	27%	20%	29%	32%
4	12%	10%	10%	14%
5 - Definitely would not purchase	12%	11%	10%	16%
<i>Purchase (Net)</i>	<i>49%</i>	<i>59%</i>	<i>51%</i>	<i>39%</i>
<i>Not Purchase (Net)</i>	<i>24%</i>	<i>21%</i>	<i>20%</i>	<i>30%</i>

g. Body wash

	Total	Age 18-34	Age 35-54	Age 55+
1 - Definitely would purchase	27%	33%	27%	21%
2	18%	22%	20%	14%
3	28%	22%	24%	36%
4	14%	14%	16%	13%
5 - Definitely would not purchase	13%	9%	12%	16%
<i>Purchase (Net)</i>	<i>45%</i>	<i>54%</i>	<i>47%</i>	<i>35%</i>
<i>Not Purchase (Net)</i>	<i>27%</i>	<i>24%</i>	<i>29%</i>	<i>29%</i>

h. Deodorant

	Total	Age 18-34	Age 35-54	Age 55+
1 - Definitely would purchase	23%	37%	21%	14%
2	16%	19%	18%	12%
3	26%	14%	25%	36%
4	19%	18%	19%	20%
5 - Definitely would not purchase	16%	12%	16%	18%
<i>Purchase (Net)</i>	<i>39%</i>	<i>56%</i>	<i>40%</i>	<i>26%</i>
<i>Not Purchase (Net)</i>	<i>34%</i>	<i>30%</i>	<i>35%</i>	<i>38%</i>



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i. Facial cleanser

	Total	Age 18-34	Age 35-54	Age 55+
1 - Definitely would purchase	21%	30%	21%	13%
2	17%	18%	20%	13%
3	31%	28%	32%	32%
4	16%	15%	14%	20%
5 - Definitely would not purchase	15%	9%	14%	21%
<i>Purchase (Net)</i>	38%	48%	40%	27%
<i>Not Purchase (Net)</i>	31%	24%	27%	41%

j. Facial scrub

	Total	Age 18-34	Age 35-54	Age 55+
1 - Definitely would purchase	18%	26%	17%	12%
2	18%	17%	22%	14%
3	29%	31%	29%	28%
4	17%	13%	17%	21%
5 - Definitely would not purchase	18%	13%	15%	25%
<i>Purchase (Net)</i>	35%	43%	39%	26%
<i>Not Purchase (Net)</i>	35%	26%	33%	46%





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6. Please indicate the extent to which you agree or disagree with the following statements:

Total Agree Summary

	Total	Age 18-34	Age 35-54	Age 55+
Brands should lead the change in creating/offering unisex personal care products.	60%	72%	59%	51%
Companies should create more unisex personal care or beauty products.	56%	69%	58%	43%

a. Companies should create more unisex personal care or beauty products.

	Total	Age 18-34	Age 35-54	Age 55+
Strongly agree	17%	26%	17%	10%
Somewhat agree	38%	42%	40%	33%
Somewhat disagree	17%	13%	16%	22%
Strongly disagree	12%	8%	11%	15%
Don't know	15%	10%	15%	20%
<i>Agree (Net)</i>	<i>56%</i>	<i>69%</i>	<i>58%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>29%</i>	<i>22%</i>	<i>27%</i>	<i>37%</i>

b. Brands should lead the change in creating/offering unisex personal care products.

	Total	Age 18-34	Age 35-54	Age 55+
Strongly agree	21%	31%	21%	12%
Somewhat agree	39%	41%	38%	39%
Somewhat disagree	15%	12%	15%	17%
Strongly disagree	11%	8%	10%	14%
Don't know	14%	7%	16%	18%
<i>Agree (Net)</i>	<i>60%</i>	<i>72%</i>	<i>59%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>20%</i>	<i>25%</i>	<i>31%</i>



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7. Where do you normally shop for your personal care products? Select all that apply.

	Total	Age 18-34	Age 35-54	Age 55+
Walmart	59%	66%	61%	52%
Target	28%	37%	30%	20%
Dollar Store Shopper	20%	26%	20%	15%
Amazon.com	18%	22%	21%	11%
CVS	17%	14%	17%	20%
Walgreens	16%	21%	12%	16%
Other Grocery/Food Store (ShopRite, Publix, etc)	14%	10%	12%	18%
Costco	12%	15%	12%	10%
Dollar General	11%	14%	11%	10%
Dollar Tree	10%	15%	10%	5%
Kroger	9%	10%	10%	8%
Family Dollar	8%	13%	8%	4%
Sam's Club	8%	9%	10%	7%
Rite Aid	4%	8%	3%	3%
BJ's Wholesale	3%	3%	3%	2%
HEB	2%	3%	2%	1%
Other Online (i.e. Walmart.com, etc)	4%	4%	5%	4%
Other	7%	4%	8%	10%

8. Which of the following terms would you use to describe a product that is marketed towards both men and women?

	Total	Age 18-34	Age 35-54	Age 55+
Unisex	44%	42%	48%	43%
Universal	20%	20%	19%	22%
Gender Neutral	18%	17%	15%	21%
Neutral	13%	16%	12%	10%
Genderless	4%	4%	5%	3%
Androgynous	1%	1%	*	1%



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About the Study

These are some of the findings of an Ipsos poll conducted between November 6-7, 2019, on behalf of BIC. For this survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 265 adults age 18-34, 335 adults age 35-54, and 405 adults age 55+.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=1,005$, $DEFF=1.5$, adjusted Confidence Interval= ± 5.0 percentage points).

The poll also has a credibility interval of plus or minus 6.9 percentage points for adults age 18-34, plus or minus 6.1 percentage points for adults age 35-54, and plus or minus 5.6 percentage points for adults age 55+.

For more information on this news release, please contact:

Chris Jackson
Vice President, US
Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

Kate Silverstein
Media Relations, US
Public Affairs
+1 718 755-8829
kate.silverstein@ipsos.com



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