PROJECT Hearts NOT HATE

No one should experience hate because of how they look

70%

have experienced appearance-based hate during their lifetime at least once

46%

have experienced appearance-based hate in the past 12 months alone

67%

believe it is increasing in their country

Who is affected the most

41%

People with higher body weight

37%

People from racialized or ethnic minority groups

30%

People with visible disabilities

36%

People identifying as LGBTQIA+

The consequences of appearance-based hate

76%

report changing or restricting their daily lives as a result of appearance-based hate

59%

Believe it impacts loss of self-confidence

53%

Believe it leads to anxiety and stress

38%

believe it leaves people feeling less accepted by others

49%

Believe it leads to lower mental wellbeing or feeling depressed



PROJECT Hearts NOT HATE

A need for education

57%

have witnessed someone else being targeted because of how they looked

81%

say people often don't know what to do when they witness this type of situation

66%

would be interested in simple tools or training to help them know how to respond



74%

believe brands and companies have a role to play

75%

believe beauty brands have a specific role to play

The social media paradox

82%

believe social media is fuelling appearance-based hate

Recent incidents happened:

88%	Offline
31%	In private sphere
21%	In public places
12%	Online

Methodology

20,001 adults aged 18+ interviewed online between August 12 and August 31, 2026, across 10 countries: Australia, Brazil, Canada, China, France, Mexico, Singapore, United Arab Emirates, United Kingdom, and United States. Representative samples in each country.

SEPHORA

Ipsos bva