

# BEAUTY VIDEO

BuzzMyVideos Online Video Barometer, conducted by OnePoll, uncovers the huge power of Online Beauty Videos amongst 16-45 year olds

Where do you look for #beauty info?



Online video

**79%** used online video to find out how to use beauty products

Do you like featured products?



Yes!

**98%** had positive feelings towards beauty products featured in online videos

Who do you trust the most?



YouTube

**85%** would trust a review by a YouTuber over any other method

Would you buy a featured product?



Yes!

**75%** more likely to buy a beauty product after watching an online video

How many hours/week do you watch?



**6-30 Hrs**

+40% watch 6-30 hours every week of beauty videos

Where do you watch online video?



**On mobile**

69% watch beauty videos on their mobile device

Why do you watch beauty videos?



**To find "how to do"**

+62% watch beauty videos a few times every week or daily to find out how to do something

Where do you watch beauty videos?



**On YouTube**

95% go to YouTube to watch beauty videos