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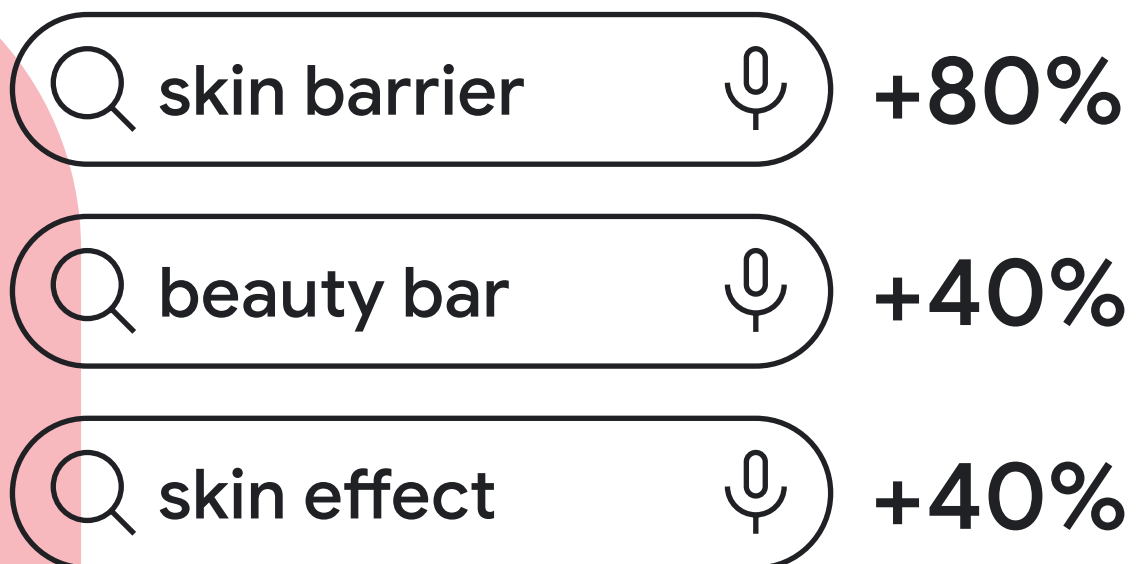
# Beauty and Personal Care

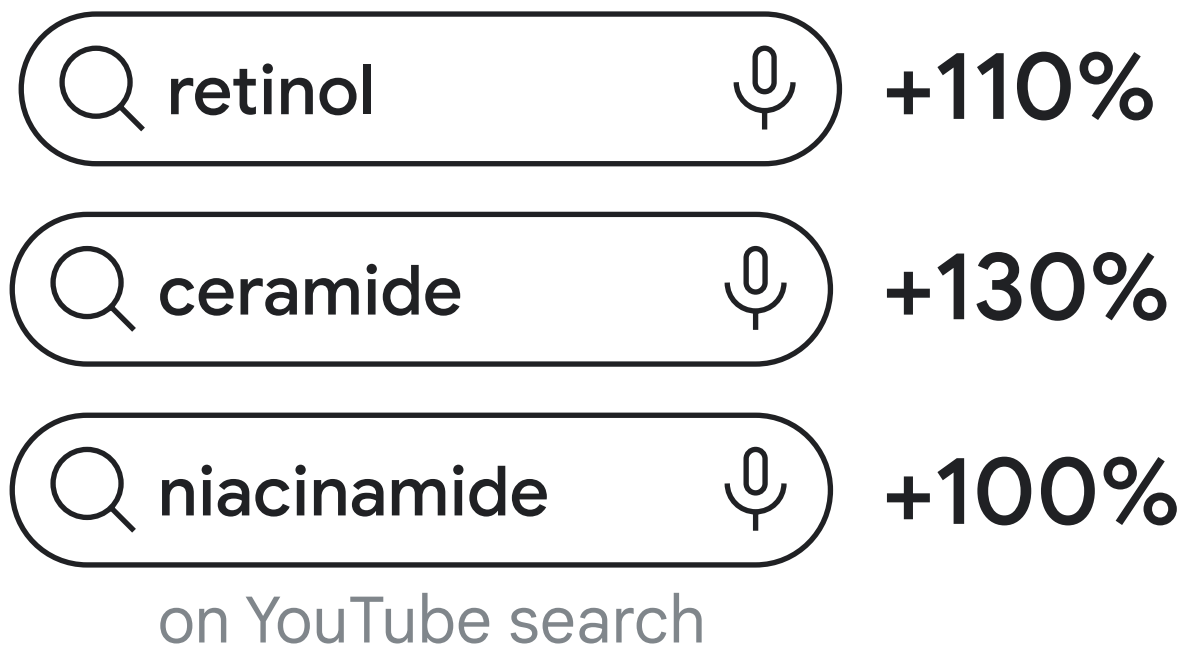
**Beauty has become personal, and it has resulted in a demand for products that suit individual requirements.**

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**Curious consumers are researching the ingredients that go into their favorite products and how they help with their specific skincare needs.**





**As consumers' interest in beauty and personal care grows, Indonesians are checking out the latest trending brands and discovering hero ingredient-led products via their favorite local influencers.**

**beauty influencer** grew by +30%

**skincare** search interest grew by +70%, while search interest in **new makeup** increased by +80% on YouTube Search.

While search interest in **local beauty influencers** jumped by +70%

# Product Highlight

Search trends give us a sense of what matters in the world of beauty and personal care at the moment; how consumers are feeling and what they're looking for. Use the Google Ads **Insights page** to identify new and changing demand for beauty products — and respond quickly, including in real-time.

Extending your campaign to AFS (AdSense for Search) and SNDS (Search Network with Display Select) also lets you showcase your beauty products on YouTube and Google's Display Network, as consumers navigate multiple touchpoints in search for information.

# Marketing implications

# 01

## **Broaden your keywords to help consumers navigate the messy middle.**

Today's beauty consumers are savvier than ever before. They are researching ingredients that go into products and understanding its suitability for their personal haircare and skincare needs.

Brands can help beauty buyers navigate the messy middle by being present when they are looking for them, and providing relevant and helpful information across online touchpoints to help them make an informed purchase decision.

# 02

**Go deeper in explaining the benefits or ingredients embedded within your product to satisfy your customers' curiosity.**

Personal care is no longer only about hygiene. Brands poised to thrive and win consumers' hearts are those that innovate and strengthen their credibility by offering full transparency about their ingredients and their benefits, so that consumers know if it meets their needs.

# 03

## Showcase your product features to capture attention early.

Consumers' needs and preferences are constantly changing. This means you have to be specific and highlight your product's best features, or communicate relevant messages in your messaging to capture the changing demand. It also means you have to maintain visibility.

## MARKETING IMPLICATION 03

Think about investing in compelling image assets to bring your ads to life with diverse representation of people and products. On average, advertisers see a 10% increase in click-through rate when image extensions show with their mobile Search ads.

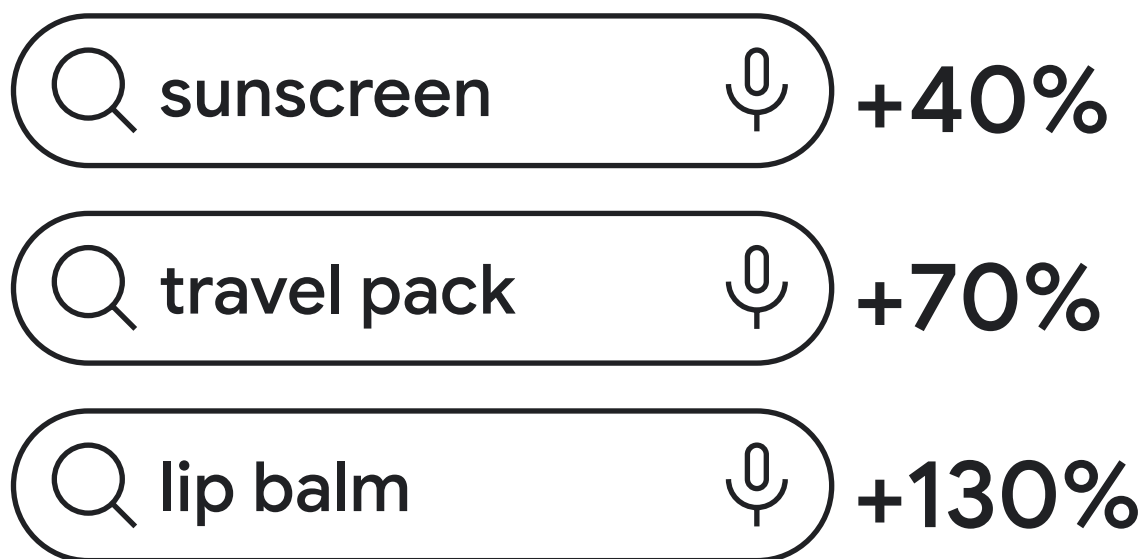
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**With outdoor activities and travel resuming, Indonesians are seeking out beauty, skincare and hair-care products for their on-the-move needs.**

Rise in search interest in beauty and skincare products:

Search interest in **sun protection** and **tanning oil brands** increased by 60%



on YouTube search

**As outdoor activities resume,  
hairstyle conditions and  
products are also on the rise.**

🔍 keratin 🎤 **+20%**

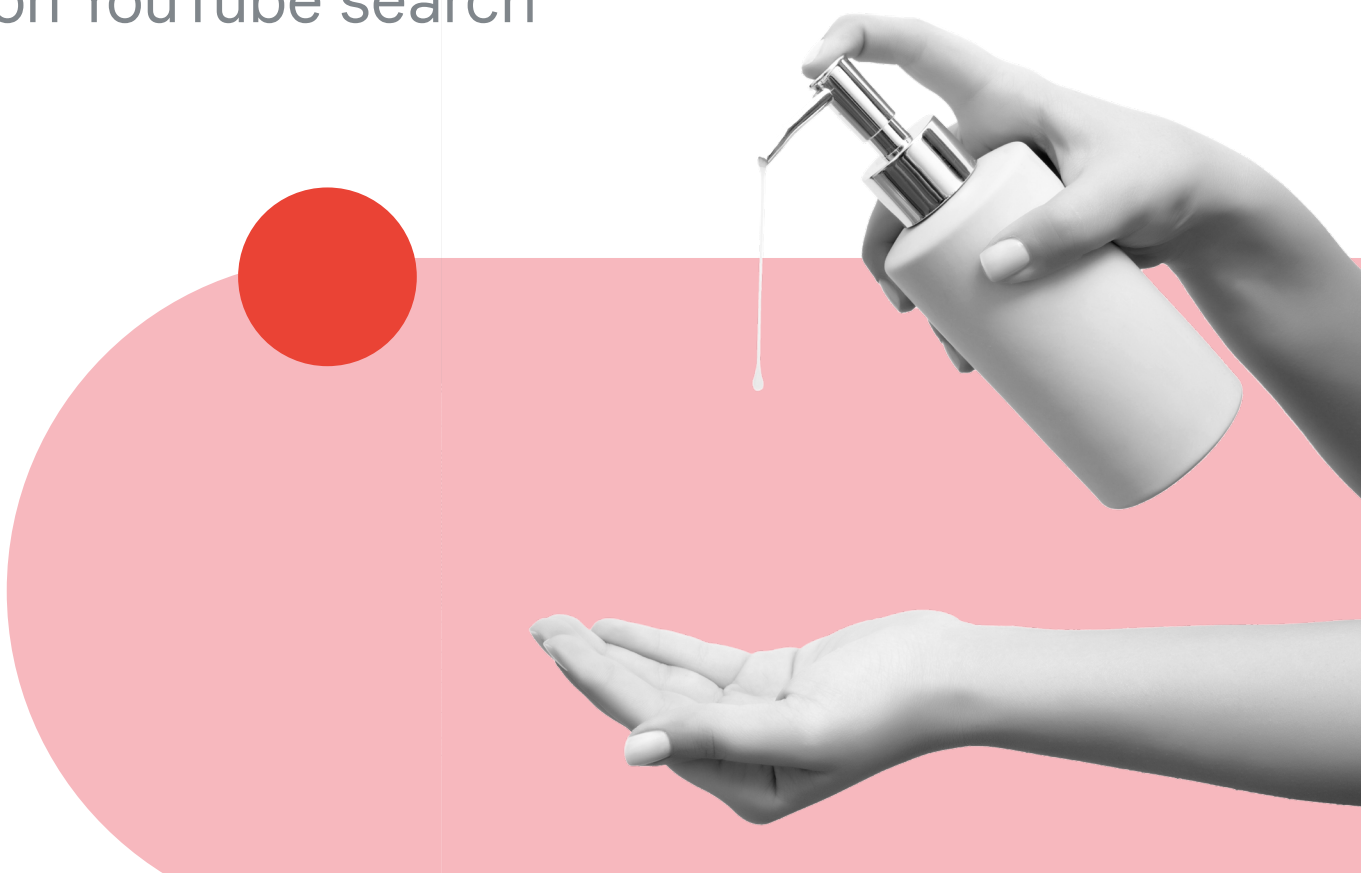
🔍 hair spray 🎤 **+20%**

🔍 ketombe 🎤 **+60%**

on YouTube search

🔍 rambut kering 🎤 **+70%**

on YouTube search



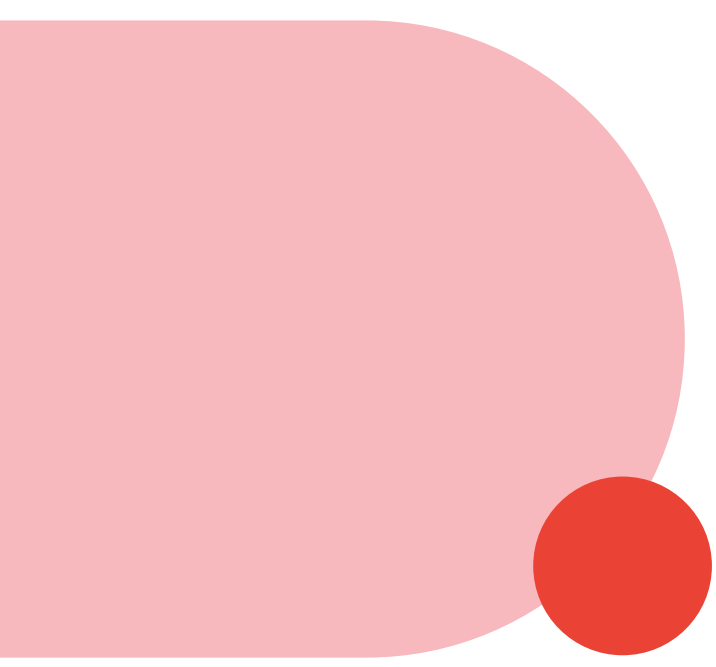
# Marketing implications

# 04

## Go beyond beauty needs and meet users' functional requirements

Stay on top of evolving trends. The challenge is to understand how consumers' needs and preferences have changed. This may mean changing your messaging in order to highlight a functional benefit of your product. Keep Search always on to stay top of mind and influence beauty enthusiasts on their path to purchase.

**They are also bringing back thematic makeup, skincare and hairstyling trends, as events and gatherings such as concerts, graduations and weddings make a comeback.**

A large, light pink rounded rectangle with a smaller, solid red circle overlapping its bottom right corner.

Search interest in terms such as **make up artist jakarta** and **face painting** increased by 30%.

As students celebrated the end of school and college, there was a +80% growth in search interest in **makeup wisuda**.

While search interest in anime makeup jumped by +70%.



# Did you know?

75% of shoppers in Indonesia use Google to search, explore, and evaluate products from brands. They research as early as four weeks ahead, and weigh their options on Search and YouTube.

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75%