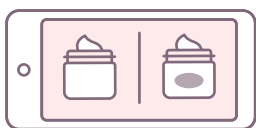


Head to toe guide in online beauty

Access, variety and getting 'there' first
are big focuses for customers

55%

of shoppers prefer shopping online for beauty products so that they can access **the latest products earlier**



76%

of shoppers like the fact they can access all their **favourite brands on the same site**

Men are more brand loyal than women when it comes to beauty products, with **71%** claiming to be loyal to particular brands, vs **60%** of women



How people feel about shopping online

61%

find it **more relaxing** to shop for beauty products online rather than in store



53%

feel **pressured by staff** when buying products in store



38%

of online shoppers see being able to **return items easily** a big draw



20% think that payment options to spread the cost of big purchases would improve their shopping experience, and **31%** think better delivery options would improve their experience

32%

claim that a website with **easy to use functionality** and the ability to **view items in more detail** would improve the shopping experience



42%

Skincare



34%

Bath and body products



33%

Haircare



Top 3 issues for online shoppers were lack of stock (**29%**), incorrect colours on arrival (**25%**) and slow delivery (**22%**)

78%

of shoppers would be **more likely to purchase** an item online if they could **pay for it after** it had been delivered



top the table when it comes to online shopping rather than buying in store

Klarna commissioned Censuswide survey of 1,000 UK shoppers in July 2018.



Pay now.



Pay later.



Slice it.

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sales@klarna.co.uk

Klarna.
Smooth payments.