

# HEALTH & BEAUTY

The Healthy and Beauty sector is a growing retail segment and leveraging from the 'inspirational' characteristics of print media. Whether magazine, catalogue or brochure, the imagery and aspirational nature of print develops a consumer engagement on an emotional and trust level which the sector seeks.



**69%**

4.3million Australians are 'Trusted Advisors' for Health & Nutrition. Of these, 69% have read a catalogue in the last 4 weeks and 57% have read unaddressed mail in the last 7 days

**72%**

4.3 million Australians are 'Trusted Advisors' for Buying Skin Care & Beauty Products. Of these, 72% have read a catalogue in the last 4 weeks and 60% have read unaddressed mail in the last 7 days

**28%**

Those who bought cosmetics in the last 4 weeks are 28% more likely to have bought from a catalogue in the last 7 days

**4.5 MILLION**

Australians are 'Trusted Advisors' for Health & Nutrition. Of these, 69% have read a catalogue in the last 4 weeks and 57% have read unaddressed mail in the last 7 days

**38%**

of those who read a chemist catalogue in the last 7 days bought from a chemist catalogue in the last 7 days

**32%**

Heavy Catalogue readers (8+ per week) are 32% more likely to agree they are the first to buy the new season's colours in cosmetics

**73%**

of those who agree they are the first to try a new health food have read a catalogue in the last 4 weeks

**8.8 MILLION**

Australians have shopped at a pharmacy in the last 4 weeks and read a catalogue in the last 4 weeks

Source: Roy Morgan Research, 2018

