

## \$22 BILLION: THE ANNUAL COST OF VANITY

- Sunshine state the vainest with average Queenslanders spending nearly \$1,000 a year on appearance
- Men spend over \$2b a year on grooming

**Thursday 22 September, 2016:** Aussies are spending \$22 billion a year on their appearance with professional hair colouring and skincare products draining the most cash, according to new research from financial comparison site Mozo.com.au.

The financial comparison site says Queenslanders are the vainest with a per capita spend of \$989 annually, compared with the average Tasmanian who spends just \$451 per year on their appearance.

“Our research shows Aussies are paying a high price to look good, with the total spend on the likes of skincare, makeup and manicures exceeding the amount we spend on household energy,”<sup>1</sup> says Mozo Director Kirsty Lamont.

“The biggest surprise was that 16% of blokes spend money on manicures and pedicures, putting the ‘man’ in manicure with a \$736 million annual spend. Women are still spending more on their nails though, at \$1.3 billion a year.

“In further evidence the metrosexual is alive and well, around 16% of men also said they spend money on makeup. However, men are less likely to spend big with 6% of men spending over \$400 on makeup each year compared with 1 in 5 women.”

Mozo says professional hair colouring is the biggest appearance cost with a \$3.5 billion annual cost, followed by skincare products with Aussies slapping on \$2.9 billion worth of creams, scrubs and masks.

“Mens grooming was the third most spent on category, costing a collective \$2.1 billion annually, even though a surprising 2 in 5 men said they don’t spend any money on the likes of shaving or beard trimming,” says Lamont.

“While Queensland blokes spend the most on their maintenance, Tassie has the lowest spend on mens grooming, perhaps maintaining a hirsute appearance to stay warm through the winter.”

Gen Y blokes are the most meticulous males with 1 in 5 spending \$480 per year on looking good. Men over 65 spend the least on looking good.

According to Mozo, young people are significantly more likely to spend money on their appearance than older Australians across most categories. For example, nearly a quarter of 25-34 year olds spend around \$600 annually on professional hair colouring compared with just over 1 in 10 over 55s.

### The cost of looking good

Top vanity costs – by amount		Top vanity costs – by popularity	
Expense	Annual spend	Expense	% who spend

<sup>1</sup> ABS Household Expenditure Survey 2009-10; ABS Household and Family Projections, Australia, 2011 to 2036.

1	Professional hair colouring	\$3.5 billion	1	Skincare products	70%
2	Skincare products	\$2.9 billion	2	Makeup	44%
3	Mens grooming (eg beard trimming / shaving)	\$2.08 billion	3	Mens grooming (eg beard trimming / shaving)	42%
4	Skincare treatments (eg at a beauty salon)	\$2.03 billion	4	Professional hair colouring	35%
5	Manicures or pedicures	\$2.02 billion	5	Manicures or pedicures	23%
6	Makeup	\$2.00 billion	6	Skincare treatments (eg at a beauty salon)	19%
7	Professional hair removal	\$1.81 billion	7	Professional hair removal	19%

Source: Mozo.com.au

Numbers have been rounded.

### **The vainest states**

	State/Territory	Annual spend per capita on beauty
1	Queensland	\$989
2	South Australia	\$986
3	New South Wales	\$934
4	Victoria	\$849
5	Western Australia	\$724
6	Northern Territory	\$620
7	Australian Capital Territory	\$490
8	Tasmania	\$451

Source: Mozo.com.au

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**Research information:** Nationally representative survey of 1005 Australians aged 18 years and above conducted by Pureprofile between 27 and 30 May 2016. Total spend is based on most recent ABS population data for Australian adults.

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