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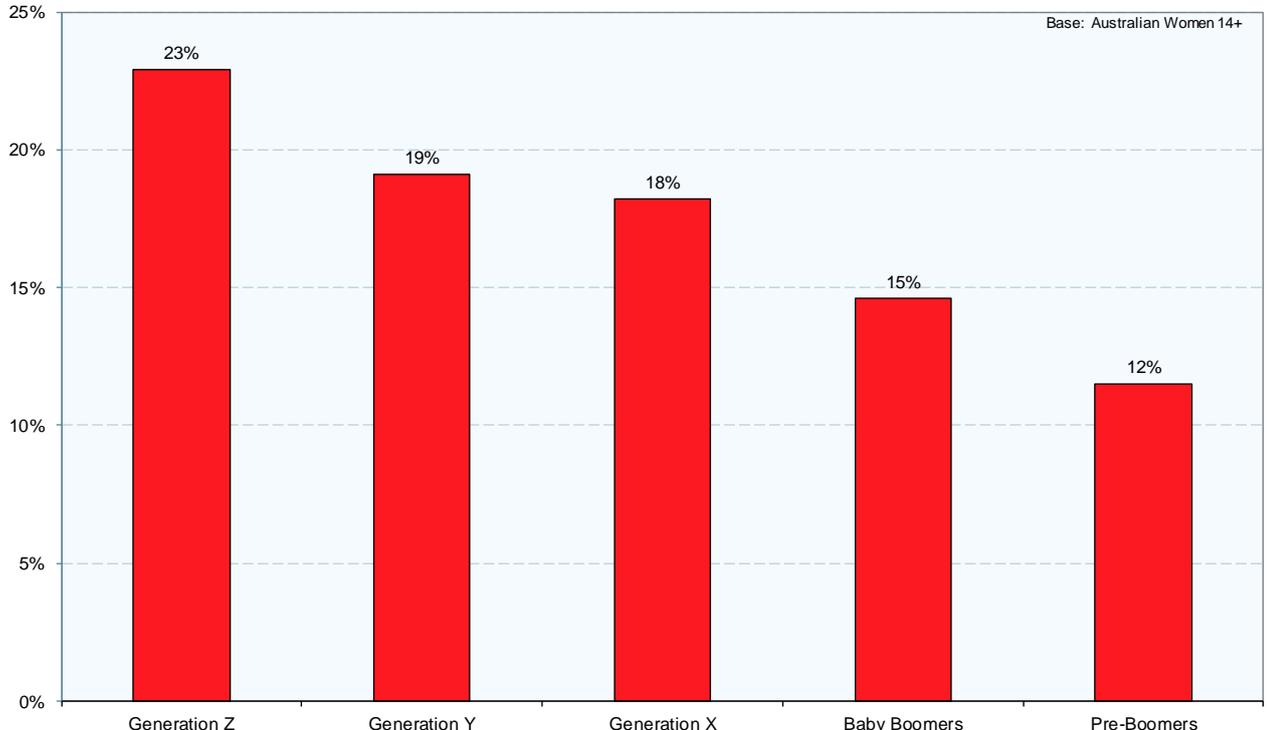
Technicolour dreaming: Gen Z women most likely to buy nail polish

Teal the Cows Come Home, Bikini So Teeny, Scallywag, Spartan, Whack. No, this isn't a line from a silly pop song – it's a list of nail polish names. Ever since Revlon's evocatively named 'Fatal Apple' hit the market in the 1940s, nail polish has been about more than just colour. Each little bottle promises entry to a wondrous world of rainbow-hued glamour — all at a very affordable price. Even a schoolgirl on a pocket-money budget can buy into the magic.

And they do. A recent study by Roy Morgan has found that Generation Z girls and women are more inclined to purchase nail polish than any other generation. In the 12 months to December 2013, nearly a quarter of Gen Z women bought nail polish in an average six-month period, compared to 17% of total Australian women 14+.

On the other hand, the Boomer generations are less likely to buy nail polish, with just 12% of Pre-Boomers and 15% of Baby Boomers purchasing it in any given six months.

Fancy fingers: generations of Australian women who bought nail polish in the last 6 months



Source: Roy Morgan Single Source (Australia), Australian Women 14+, January 2012- December 2013, n=10,407

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Angela Smith, Group Account Director - Consumer Products, Roy Morgan Research, says:

“These days nail polish serves as both a fashion accessory and an identity statement. Celebrities like Beyonce, Zooey Deschanel and Katy Perry flaunt their flamboyant nails on the red carpet, inspiring young women to emulate their style without the expense of a designer frock. And with a myriad of different colours and effects to choose from, there’s a polish to cater to every taste.

“Specialised nail polishes with fine-tip brushes for drawing on your nails is something young women can do to assert their individuality and look cool. Baby Boomers and Pre-Boomers, on the other hand, probably already have a favourite colour and brand which they tend to stick with. These older generations are also much more likely to go to beauty salons than Gen Z women, where they may have manicures done (thus eliminating the need to buy nail polish themselves).

“Roy Morgan’s in-depth new profiling tool, [Helix Personas](#), can assist marketers to refine their search for a more targeted market. For instance, 29% of women in the ‘[Status Matters](#)’ category purchased nail polish in an average six-month period, well above the national average. Typically young, fashionable and career-oriented, Status Matters earn good money and maintain a lavish lifestyle.”

For comments or more information please contact:

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View our [extensive range of Cosmetics Profiles](#), including the [Revlon Cosmetics Buyer Profile](#), [Avon Cosmetics Buyer Profile](#), [Sally Hansen Cosmetics Buyer Profile](#) and more. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

[Learn more about Helix Personas](#)

About Roy Morgan Research

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Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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