



BPG Cohn & Wolfe

Fashion, Beauty & Food Influencer Study on the Omnibus

BPG | cohn&wolfe

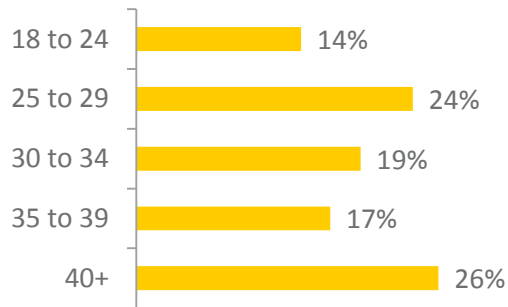
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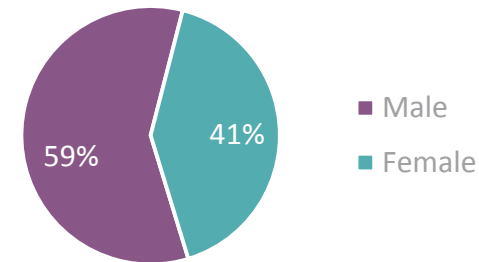
Sample composition

- A total sample size of 1008 respondents was achieved. Nearly quarter of respondents (24%) were in the 25-29 age group, and 59% were male.
- In terms of nationality groups, Asian and Arab Expats formed the majority of the sample.

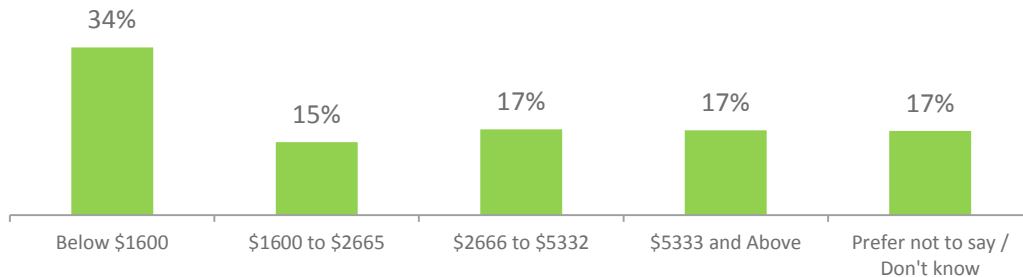
Age



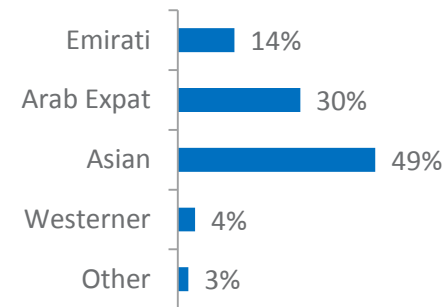
Gender



Income



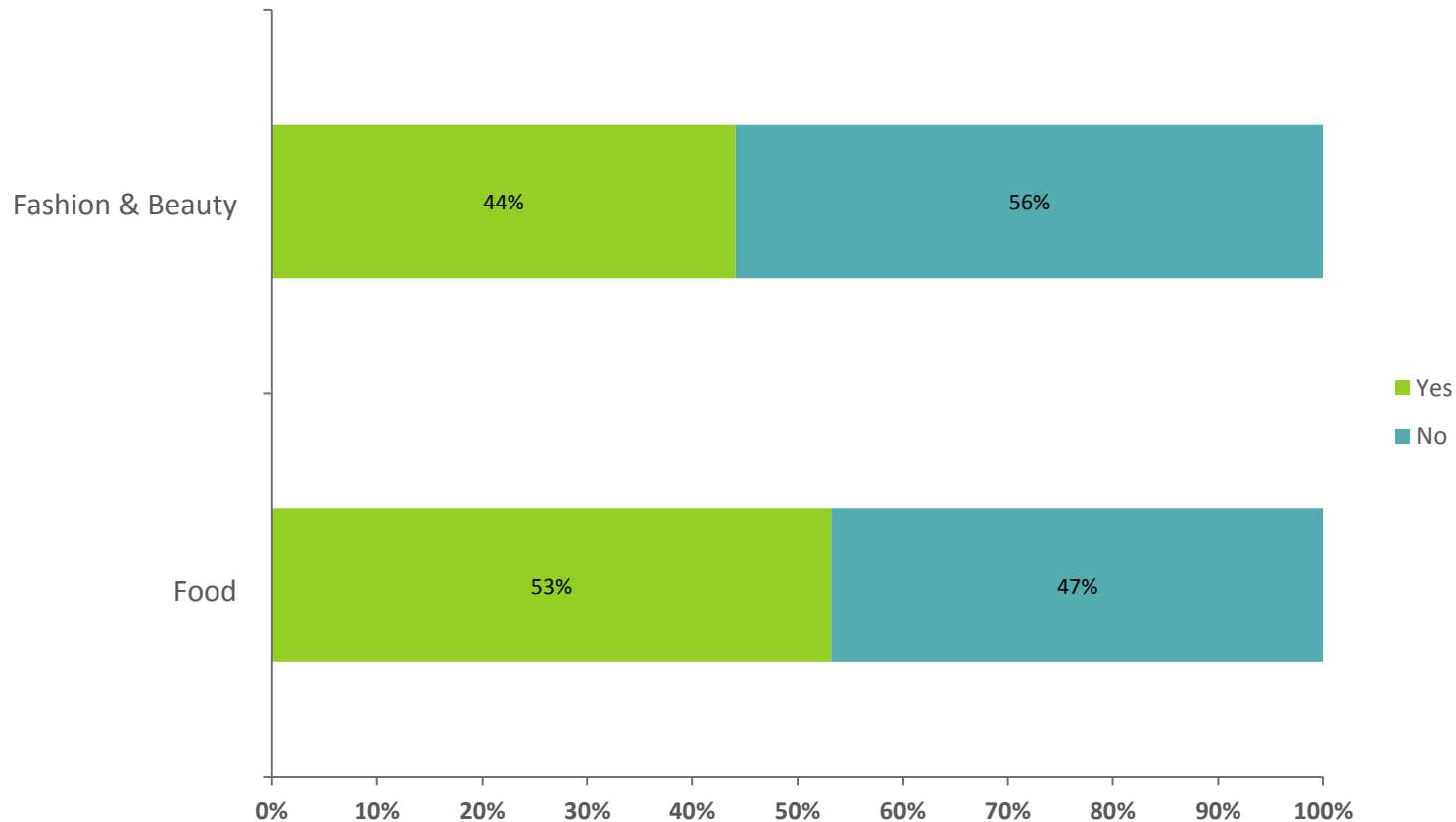
Nationality



Base: All Dubai Residents (479)

About 44% follow fashion & beauty bloggers and more than half follow food bloggers(53%) online

Q1.Q1_grid. Do you follow influencers (e.g. bloggers, instagrammers) online to know more about the following?



Base: All Adults (1008)

Huda Kattan, Joelle Mardinian, Ola Alfares, and Amina Shelbaya are the top mentioned fashion & beauty influencers.

Q2. Who/which fashion & beauty blog/blogger do you follow?



Huda Kattan



Joelle Mardinian



Ola Alfares



Amina Shelbaya

Other leading fashion and beauty influencers who were rated very highly in the study include...



Nadya Hassan
The Fierce Diaries



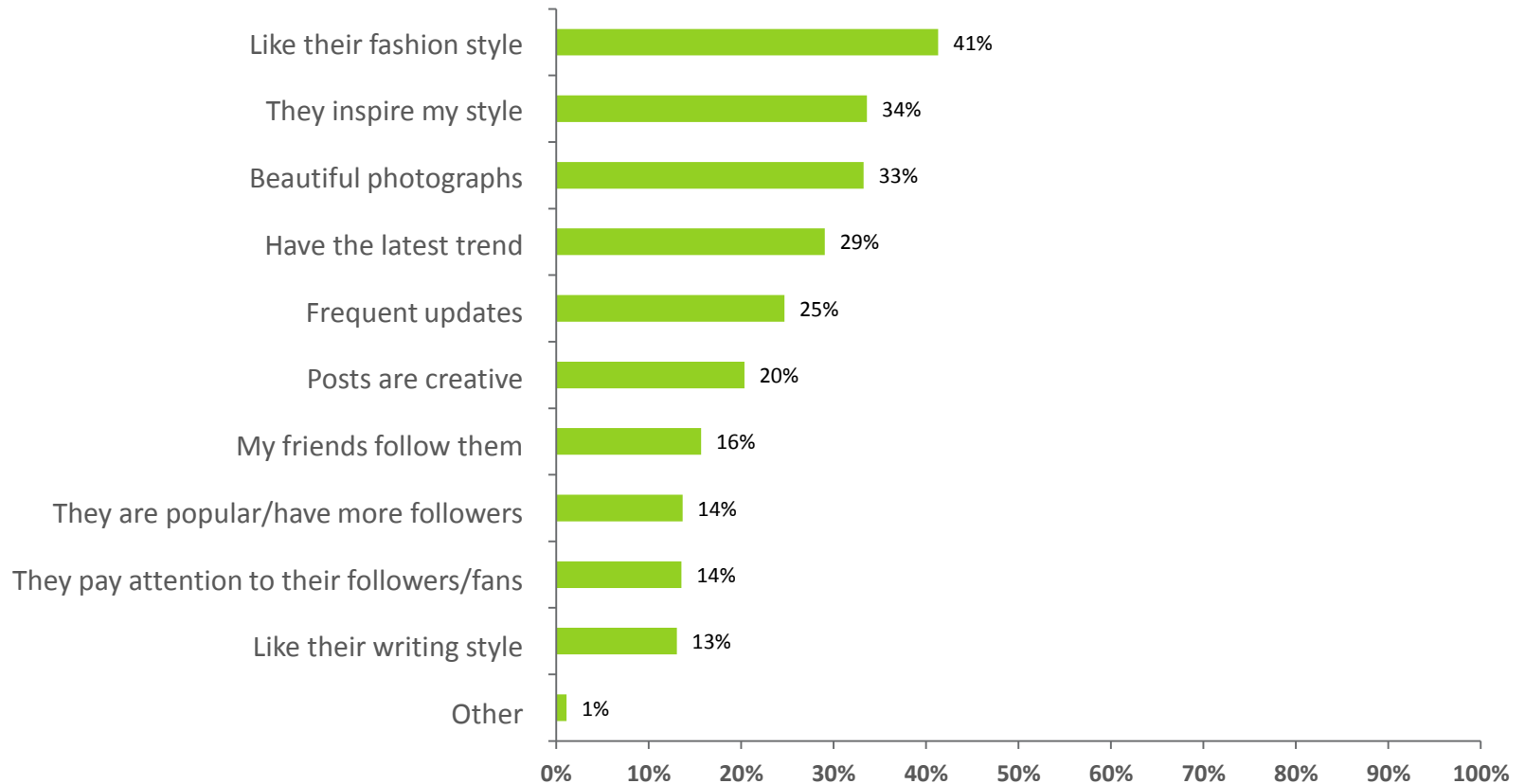
Lojain Omran



Fouz Alfahad
The Real Fouz

Like their fashion style (41%), They inspire my style (34%), and Beautiful photographs (33%) are the main drivers for people to follow fashion & beauty influencers

Q3. What is it about these fashion & beauty influencer that attracts you to their site or encourages you to follow them? Please choose top 3



Base: Those who follow fashion & beauty bloggers (447)

Chef Manal Alalem, Chef Osama, and Gordon Ramsay are the top mentioned food influencers.

Q4. Who/which food blog/blogger do you follow?



Chef Manal Alalem



Gordon Ramsay



Osama Al Sayed



Sanjeev Kapoor

YouGov

Other leading food influencers who were rated very highly in the study include...



Samantha Wood
Foodiva



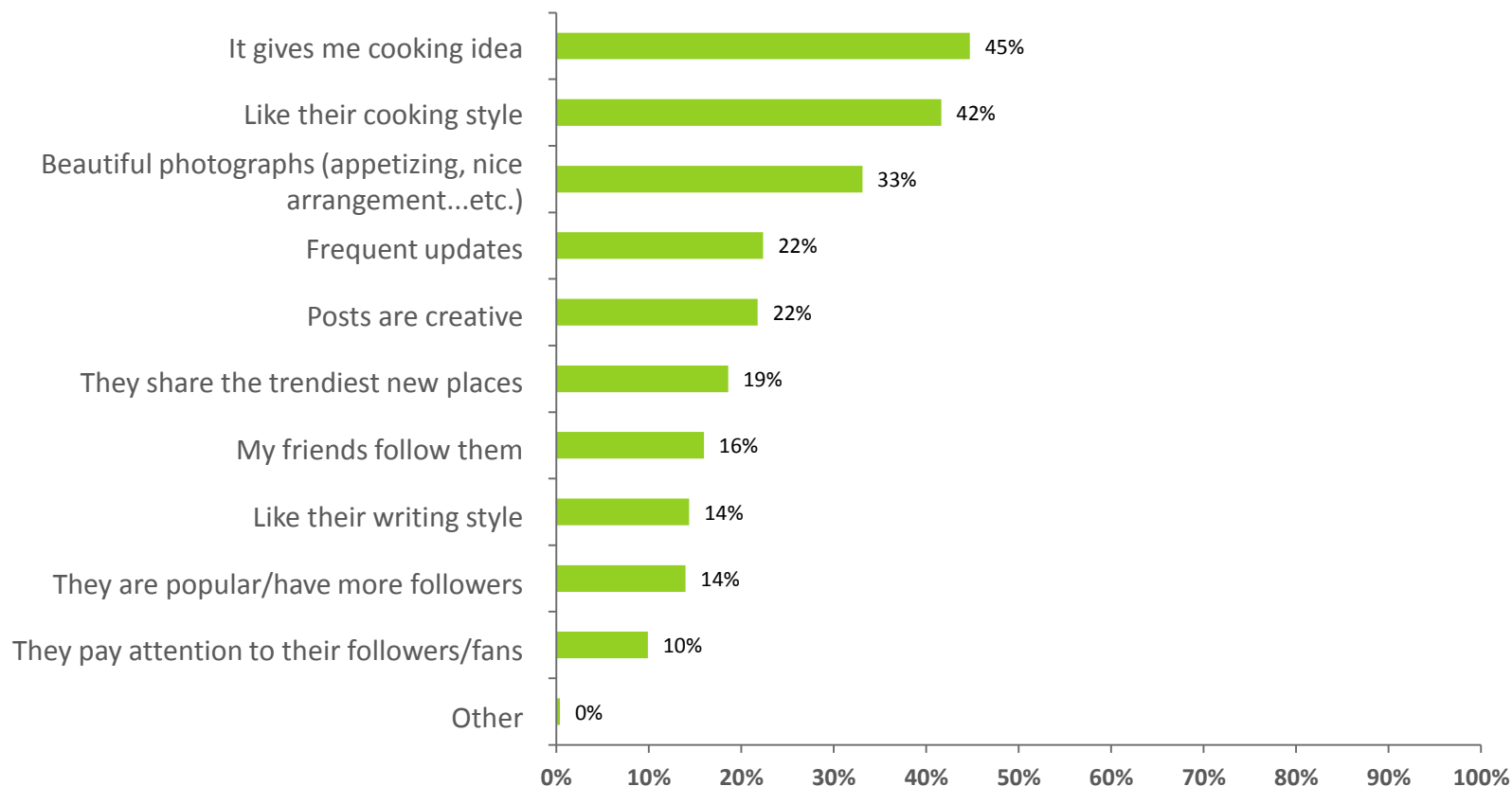
Food Sheikh

Reviews & listings on Zomato - the restaurant and food finder application - plays a major role in dining decisions



It gives me cooking idea (45%), Like their cooking style (42%), and Beautiful photographs (33%) are the main drivers for people to follow food influencers

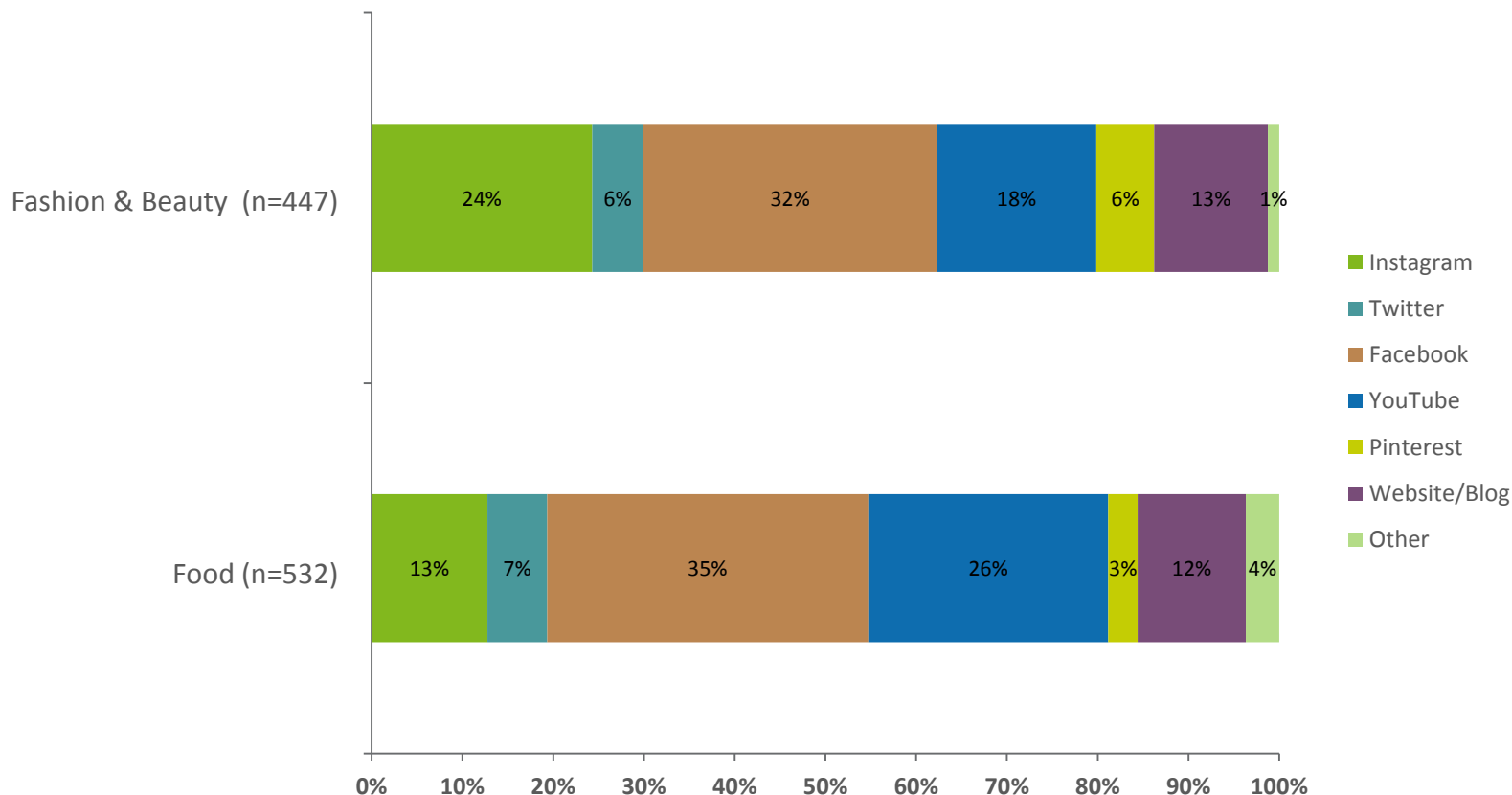
Q5. What is it about these food influencer that attracts you to their site or encourages you to follow them? Please choose top 3



Base: Those who follow food bloggers (532)

Most follow fashion & beauty bloggers on Facebook (32%) and Instagram (24%).
Most respondents follow food bloggers on Facebook (35%) and YouTube (26%).

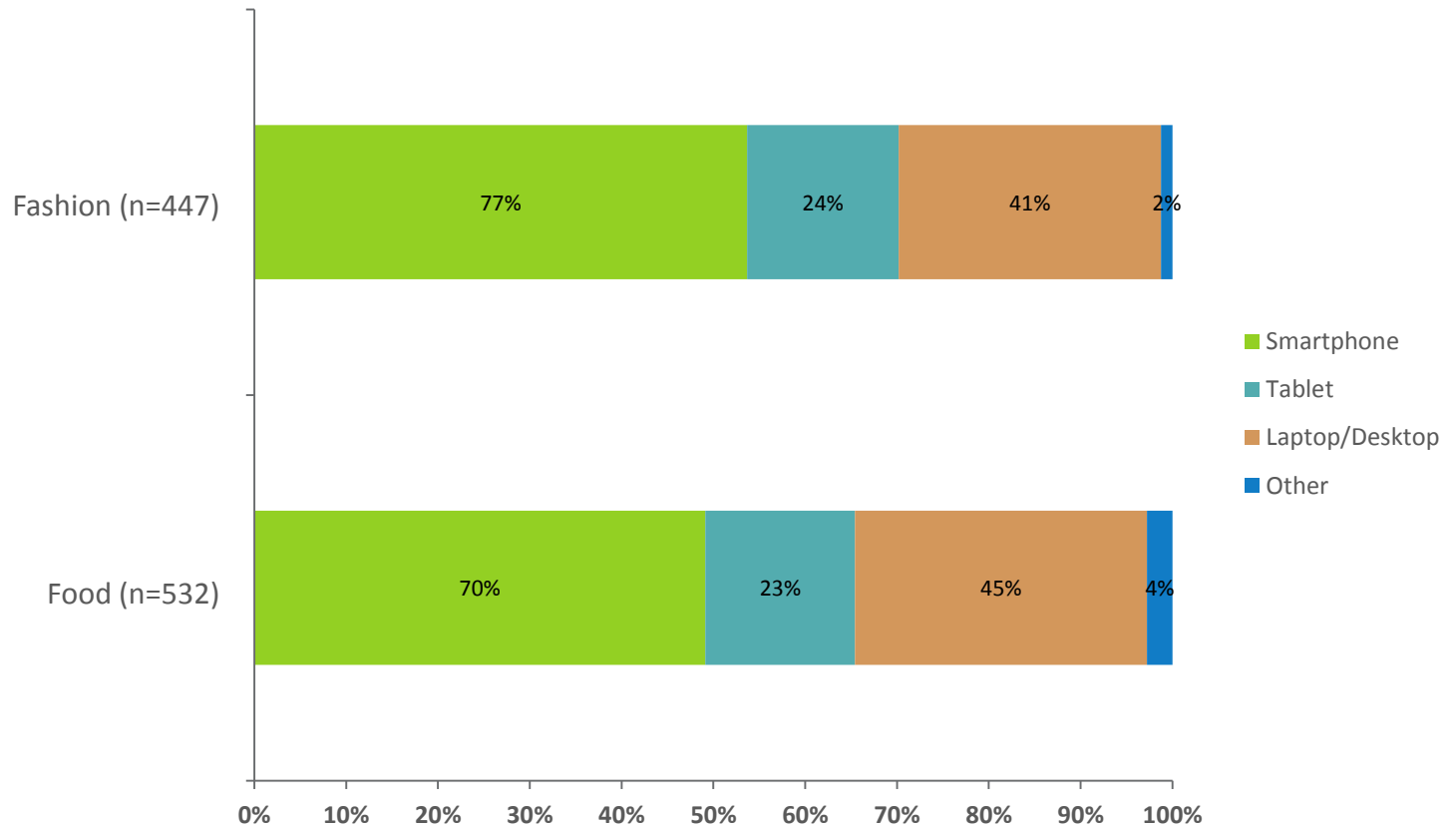
Q6.Q6_grid. Which channel do you use to follow them?



Base: Those who follow any fashion or food blogger

Smartphone is most used to follow influencers, 77% use smartphone to follow fashion & beauty bloggers and 70% use it to follow food bloggers. While slightly more use laptop/desktop to follow food bloggers.

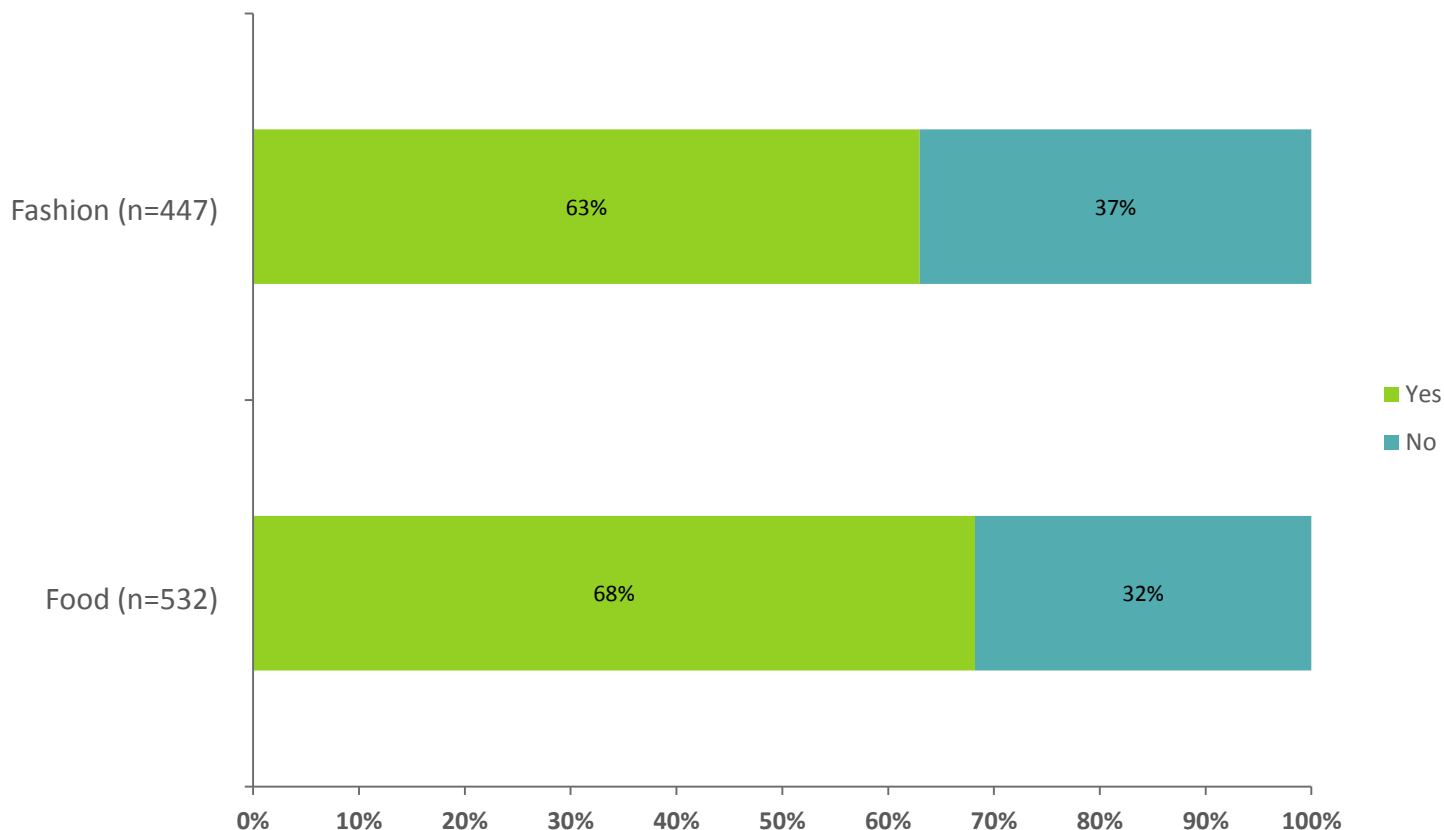
Q7s.Q7s_grid. Which devices do you use to follow them?



Base: Those who follow any fashion or food blogger

68% feel food bloggers influence their purchasing/dining decisions while 63% feel fashion & beauty bloggers influence them in terms of which brands to buy.

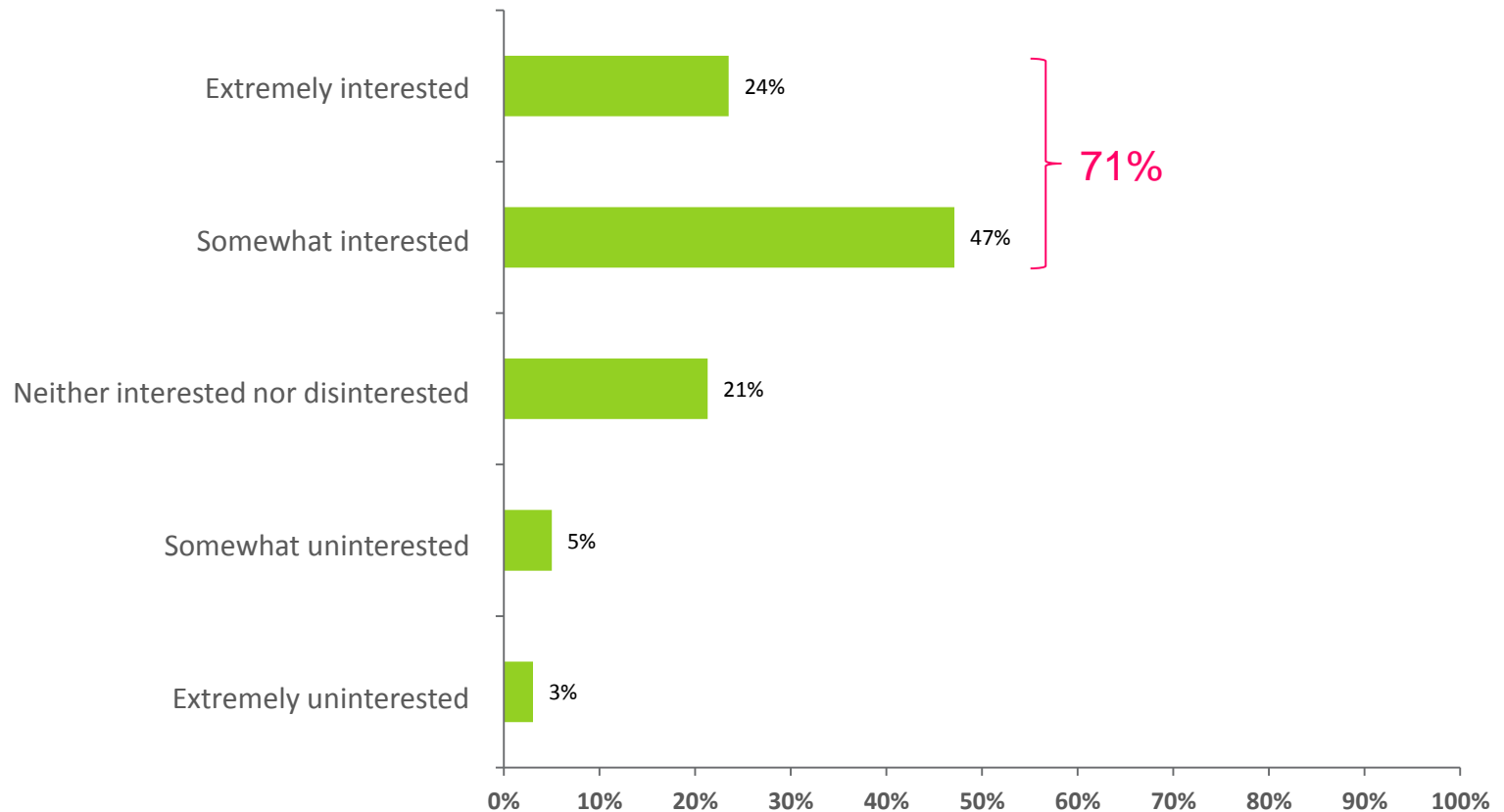
Q8.Q8_grid. Do you feel the bloggers you followed influence your purchasing decisions? (e.g. brands to buy, restaurants to visit)



Base: Those who follow any fashion or food blogger

71% will be interested in buying from a brand if their favorite fashion/beauty/food bloggers endorse it

Q10. How interested would you be in buying from a brand if your favorite fashion/food bloggers endorse it?



Base: Those who follow any fashion or food bloggers(643)