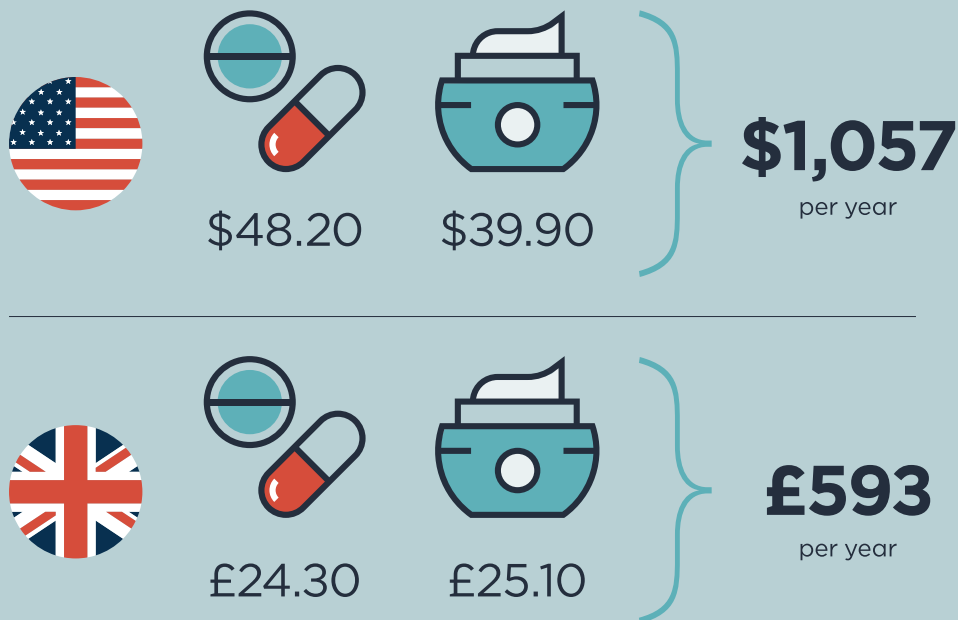




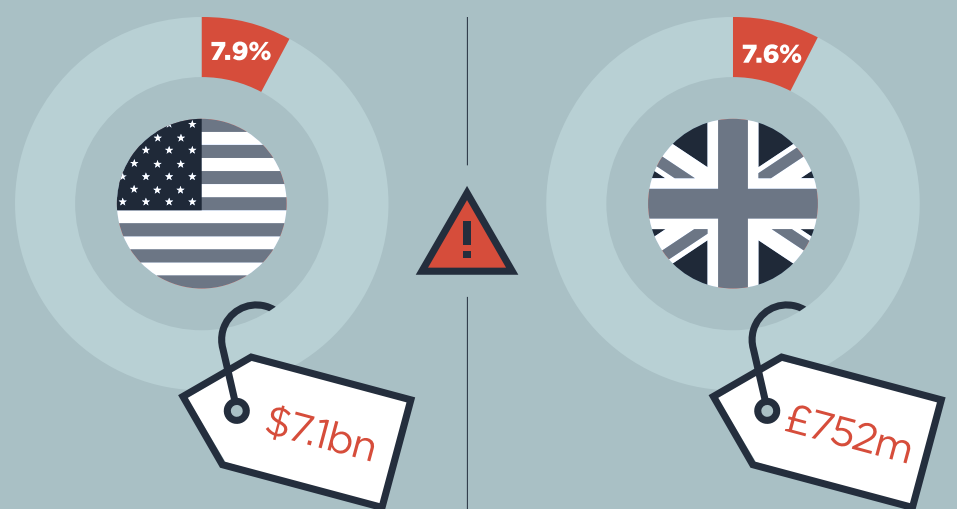
COMBATING MISINFORMATION IN THE HEALTH AND BEAUTY SECTOR

A new report by London Research commissioned by Trustpilot explores consumer spending habits on health and beauty products in the age of coronavirus, including the impact of fake reviews and counterfeit products. This infographic highlights some of the key findings from consumer surveys carried out in the US and the UK.

Amount spent per month on health and beauty products.

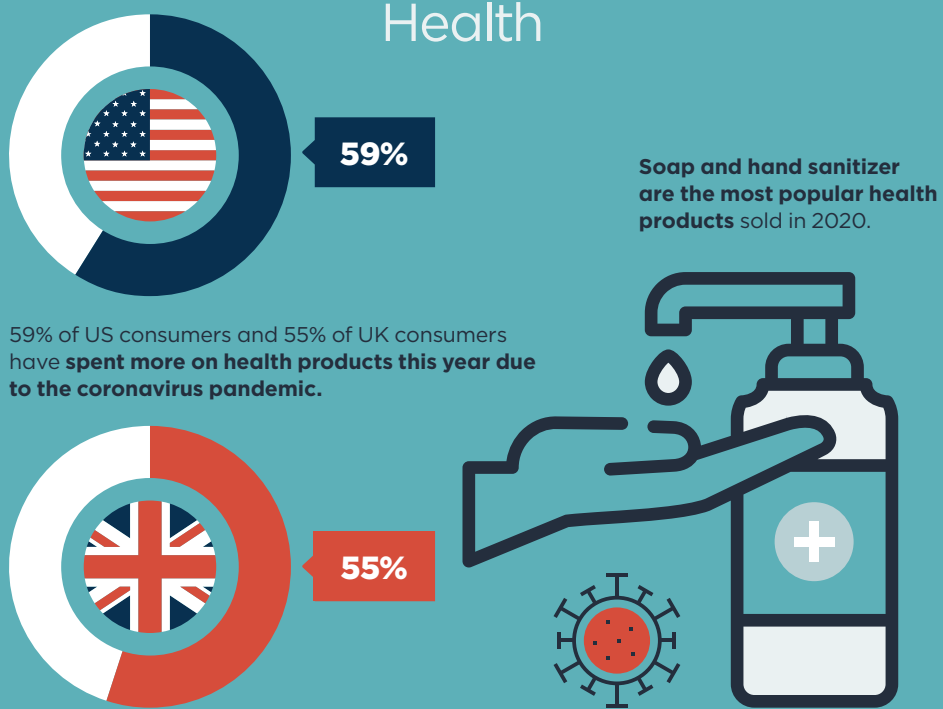


Amount spent annually on poor-quality and counterfeit products, and on the basis of fake reviews.

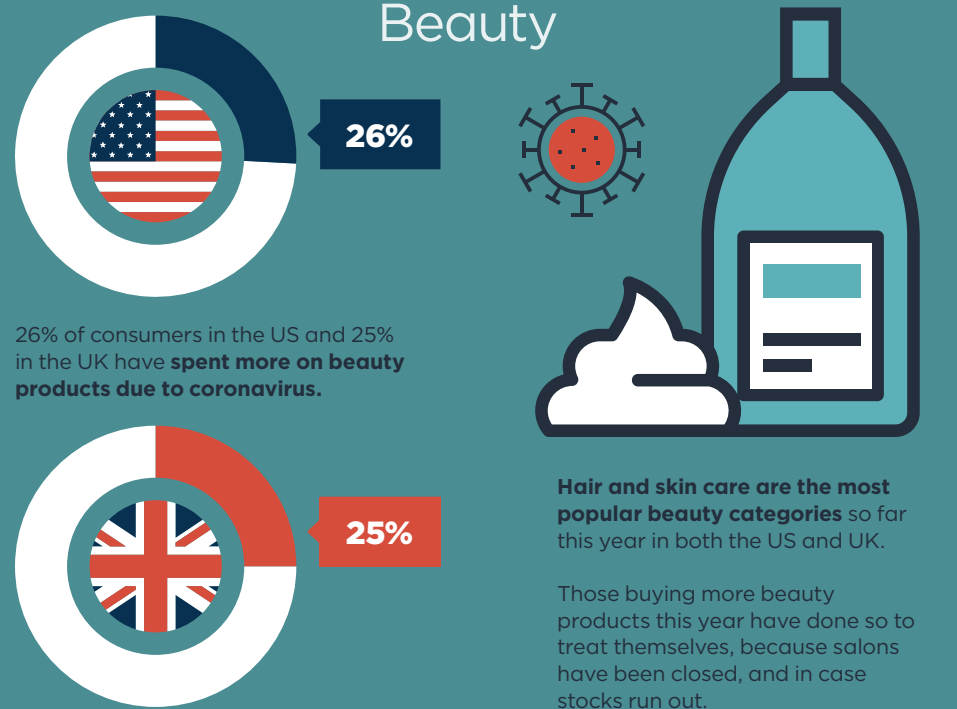


Proportion of overall health and beauty spending wasted in US and UK markets, with estimated annual total.

Health



Beauty



A third (33%) of American and more than a quarter (29%) of UK consumers are **more cautious** about the products they purchase because of online misinformation.



When researching health and beauty products consumers in both the US and UK have a significantly **higher level of trust** in expert and consumer reviews than they do in other sources of information.

Celebrity influencers and information shared through messaging apps are the **least trusted** sources of information.



London Research was commissioned by Trustpilot to carry out surveys of 1,000 nationally representative consumers in the UK and US in April 2020, while both countries were under lockdown during the coronavirus crisis.



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