



THE BODY SHOP

GLOBAL

SELF LOVE

INDEX



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**THE BODY SHOP
SELF LOVE INDEX
HAS UNCOVERED A
SELF-LOVE CRISIS.**

**NEARLY 1 IN 2
PEOPLE FEEL MORE
SELF-DOUBT THAN
SELF-LOVE.**

INTRODUCTION

The Body Shop started with the foundation and belief that beauty is an active, outward expression of everything you like about yourself. The Body Shop continues to build on this philosophy with the launch of a ground-breaking study on self-love. The study was commissioned to inform a long-term commitment from The Body Shop to always use its voice to build self-esteem.

The 21-country study, was conducted by Ipsos between late November and early December 2020, interviewing over 22,000 people ages 18 and older. It explored dimensions of self-love including perception of oneself, frequency of experiencing emotions such as nervousness or anxiety, personal confidence, resilience (ability to manage setbacks), and reported drivers of self-esteem.

Results from the study were used to build The Body Shop Global Self Love Index that scores respondents on a scale from self-doubt to total self-love. The findings will be used by The Body Shop to review and inform its business practices, especially across its marketing and product portfolio.

The Body Shop Global Self Love Index combines numerous previously used and validated measures - including self-esteem and confidence, resilience, external validation, and control - with the goal of understanding how they combine to form self-love. A lower Index score indicates less self-love, and a higher score indicates more self-love. Regardless of age, gender identify, race, country or other measures that create the intersectionality of who we are, the hope is to see all people feeling consistently positive about themselves – a high sense of self-love.

Self-Love Index



Low Self-Love
Lower Score

High Self-Love
Higher Score

¹The Body Shop Global Travel Retail Limited, GA Holdings (Guernsey) Limited, GA Holdings (1979) Ltd, B.S. Danmark A/S, The Body Shop Svenska AB, The Body Shop Portugal, S.A., The Body Shop España, S.A.U., The Body Shop Germany GmbH, The Body Shop GmbH (Austria), The Body Shop Benelux BV (Netherlands), The Body Shop Belgium BV (Netherlands), The Body Shop Service BV (Netherlands).

THE SELF LOVE CRISIS

On the whole, findings show that there is a crisis of self-love for people around the world – **the average score on The Body Shop Global Self Love Index was just 53 on a scale of 0-100**. This means that nearly **one out of two**



people around the world fall on the negative side of the scale, identifying more with self-doubt than self-love. South Korea, Saudi Arabia, France, Japan, and Spain had much lower scores, while Australia, Denmark and the

United States topped the list with the highest average self-love score.

The Body Shop Global Self Love Index also highlighted that six in ten people around the world wish they had more respect for themselves, and four in ten say that they feel useless at times. These feelings are particularly acute for transgender people, minorities, and those that spend time taking care of others.

More than half of people say they often act happy to please others even if they do not feel that way – concealing their true feelings from those around them. This is particularly true for those who use social media, where six in ten say they act happy to please others, compared to just four in ten of those who do not use social media at all.

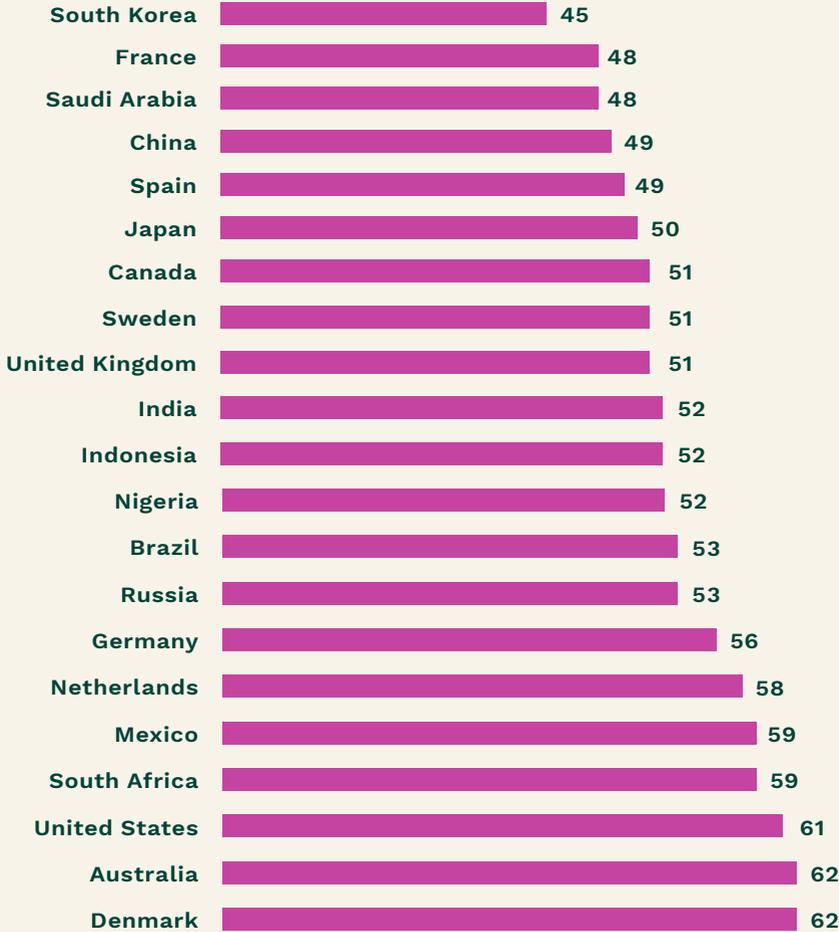
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6 in 10 people
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SELF LOVE ACROSS THE GLOBE

Fig. 1 | Self-Love by Country



SELF LOVE & EMPOWERMENT

Amid this crisis of self-love, there are also indicators of optimism. People around the world are resilient – more than **seven in ten say that they bounce back quickly after hard times**. Resilience is linked to self-love: the higher a person scored on The Body Shop Global Self Love Index, the more likely they were to say they are quick to bounce back.

Resilience and self-love may have another key component: social and emotional support. People who say they usually or always get the emotional support they need tend to have higher scores on The Body Shop Global Self Love Index than those who feel like they're missing out on these important connections.

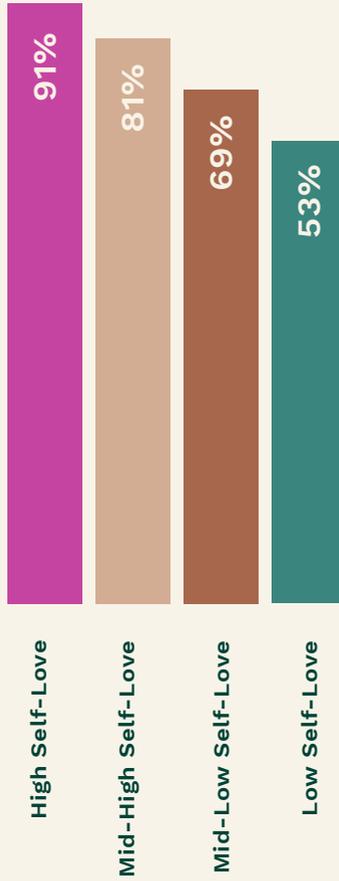
This is seen further when looking at factors that influence self-esteem in both positive and negative ways. **Women with low self-love are five times more likely to say that they rely on what others think about them** to drive their self-esteem. But it's not just about how others view them: those with low self-love are also two times more likely

to say that they rely on the way they look to drive self-esteem. In short, social pressures and personal pressures on appearance are connected to lower self-love.



In contrast, women who have high self-love tend to rely more on their relationships to give them high self-esteem. Though those with high self-love do care about the way they look and how they are perceived, it's more common for their self-esteem to be influenced by the world around them. So, those with high self-love rely on their relationships and the state of the world more than their appearance and how others see them.

Fig. 2 | Ability to Bounce Back Quickly



SELF LOVE AFFECTS SELF CONFIDENCE

Fig. 3 | Contributors to Low Self-Confidence



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SELF LOVE & THE PANDEMIC

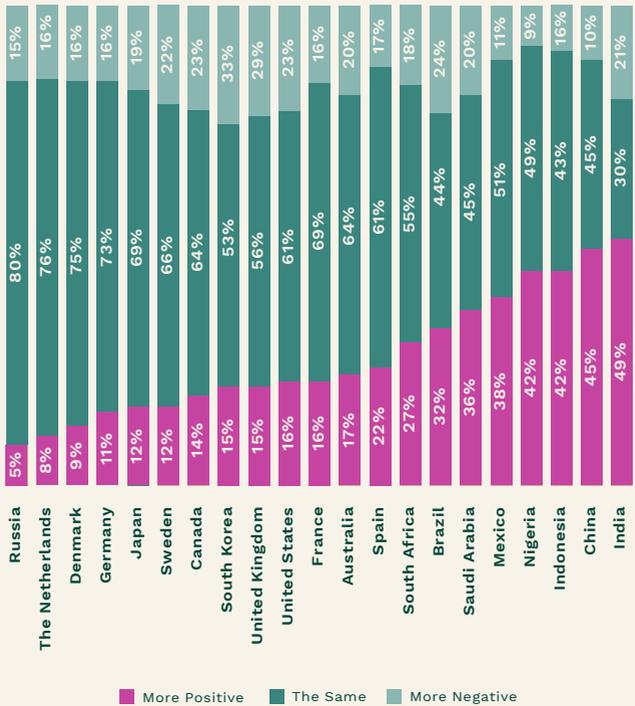
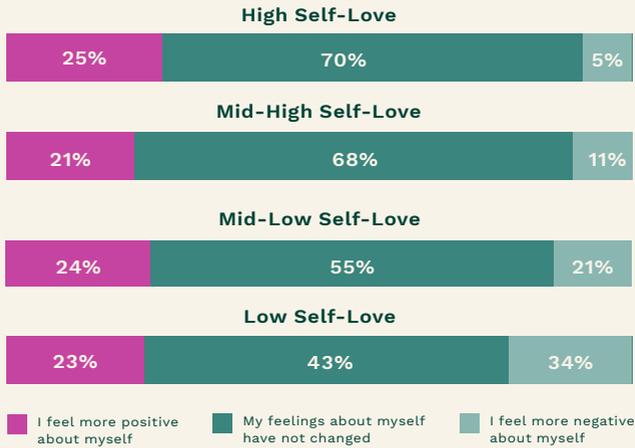
Despite the difficulties posed by the Covid-19 pandemic, nearly six in ten people say that the way they think about themselves has not changed as a result. Those with high self-love are most likely to say they don't feel any differently about themselves – even more positively – due to Covid-19, while people with lower self-love say that they feel more negatively about themselves than before the start of the pandemic.

A surprising finding of the study showed that parents are twice as likely as those that aren't parents of children under 18 to report Covid-19 having a more positive impact on their self-esteem, while those who struggle to make ends meet tend to feel worse about themselves, suggesting tough times ahead as the economic impact of Covid-19 runs deeper.



Impacts of the Covid-19 pandemic also varied widely by country, with almost half of those in China, India, and Indonesia saying they feel more positively about themselves, compared with only one in ten in most Western European countries and North America.

Fig. 4 & 5 | Influence of COVID-19 on Self-Esteem



SELF LOVE & GENDER

Though women and men express the same levels of self-love, women may have a harder journey to get there. Women report feeling nervous, anxious, and depressed more often than men, and place a higher importance on their body as a determinant of how they view themselves. It should come as no surprise, then, that women are more likely to compare themselves to others, particularly celebrities, models, and people on social media. Men, on the other hand, were most likely to compare themselves to people at work, experts, or leaders in their community.

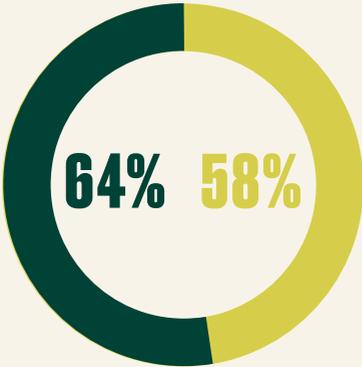
This also relates to the influences on self-love, which differ across genders. While all expressed the importance of close relationships, for

women in particular their children are a major influence on high confidence, whereas men are more likely to place importance on their colleagues or their financial status, which often drive low confidence.

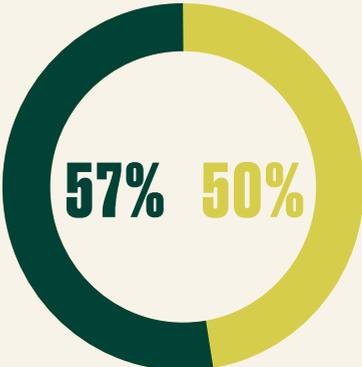
In general, the **LGBTQ+ community tend to have lower levels of self-love** than those that identify as cisgender and/or heterosexual. More than four in ten of those that are LGBTQ+ fall into the lowest category on The Body Shop Global Self Love Index, making them nearly twice as likely to have low self-love than their cisgender and/or heterosexual peers. LGBTQ+ people are also more likely than straight people to have their confidence diminished by the way they look.

SELF DOUBT AFFECTS WOMEN MORE THAN MEN

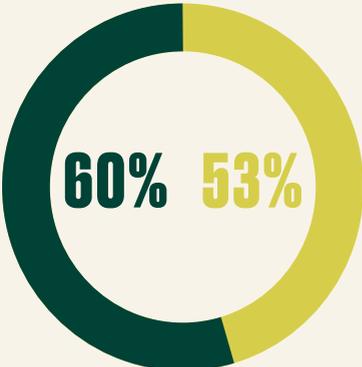
Fig. 6 | Negative Feelings in the Past Two Weeks



Nervous or anxious



Down or depressed

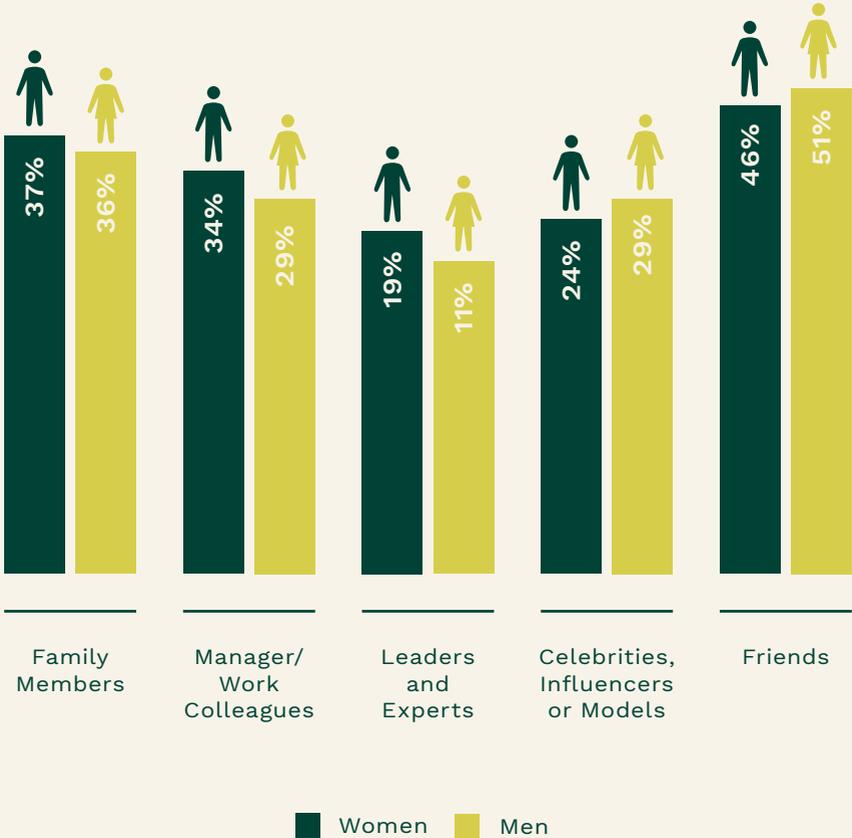


Not able to stop worrying

■ Women ■ Men

WOMEN & MEN COMPARE THEMSELVES DIFFERENTLY

Fig. 7 | Who do Women and Men Compare Themselves To?



SELF LOVE & AGE

We say that that with age comes wisdom, and it also looks like with wisdom comes self-love: older people around the world have more love for themselves than younger people, with higher average scores on The Body Shop Global Self Love Index.

Older women have a higher expression of self-love than those in Generation Z. Those in Generation Z² are two to three times more likely than their Baby Boomer counterparts to fall into the lowest self-love group.

Nearly half of Gen Z women fall into the lowest self-love category, compared with less than one of five of those that are Gen X or older.

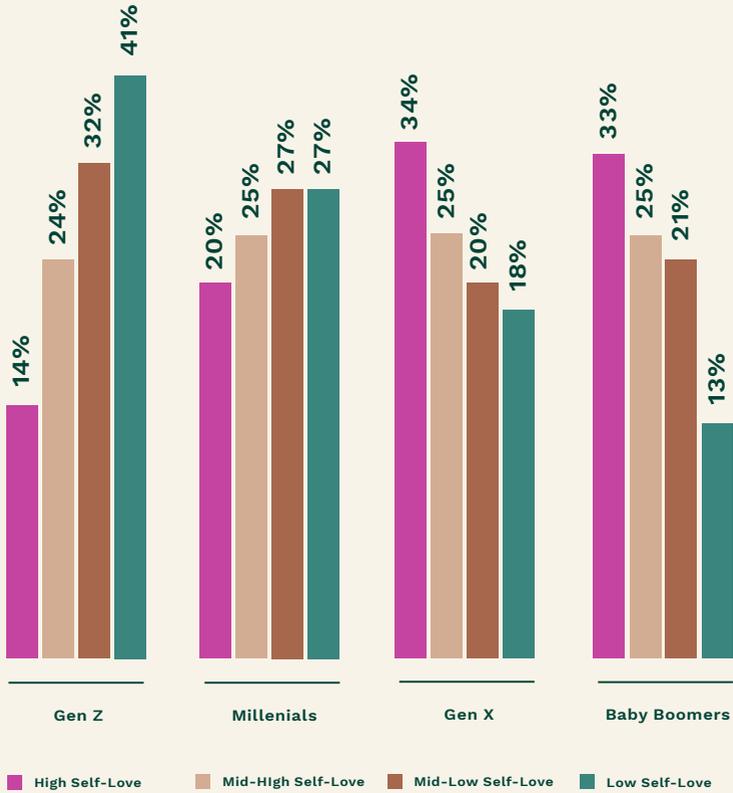
While it may be that one becomes more comfortable with age, generational cohorts and life experiences could also contribute to the gap in self-love between young and older women.



More than half of respondents say they have felt depressed recently, and six in ten say they have felt anxious. Feelings of depression and anxiety are particularly acute for young people – over three quarters of those aged 18-24 compared with half of those 45 or over say they have experienced anxiety in the past two weeks.

² Gen Z: born after 1995, in this study they are between age 18 and 25. Millennials: born between 1980 and 1995, in this study they're between age 25 and 40. Gen X: born between 1965 and 1980, in this study they're between the age of 40 and 55. Baby Boomers/Silent Generation: born before 1965, in this study they're older than 55.

Fig. 8 | Self-Love by Generation



SELF LOVE & THE MEDIA

People that are high social media users have lower levels of self-love: nearly a third of those who are on social more than two hours a day have the lowest scores on The Body Shop Global Self Love Index, compared to only about one in five who are not on social media.

While people who use social media frequently say they're more likely to get the emotional and social support that they need, they're also more likely to compare themselves to others they see there: not only celebrities and influencers, but also people they know. Nearly a quarter of those who are on social media often compare themselves to people they know on social media, compared to just one in ten of those who are on social media less than an hour a day.

Women who say they look to celebrities, social media influencers, or models in advertisements to build their self-confidence have lower than average scores on The Body Shop Global Self Love Index. They are also unhappier with their bodies when compared to those who do not look to celebrities, social media, or models in advertisements for a confidence boost.

Despite these habits, most easily identify what makes them feel bad about themselves: across the board, people say that social media influencers, celebrities, and models in advertisements are the largest contributors to low levels of self-esteem. Even those with high scores on The Body Shop Global Self Love Index agreed that these things are the top culprits in dragging down their self-esteem.

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SOCIAL MEDIA AFFECTS SELF LOVE & SELF ESTEEM

Fig. 9 | How Often We Compare Ourselves to Others

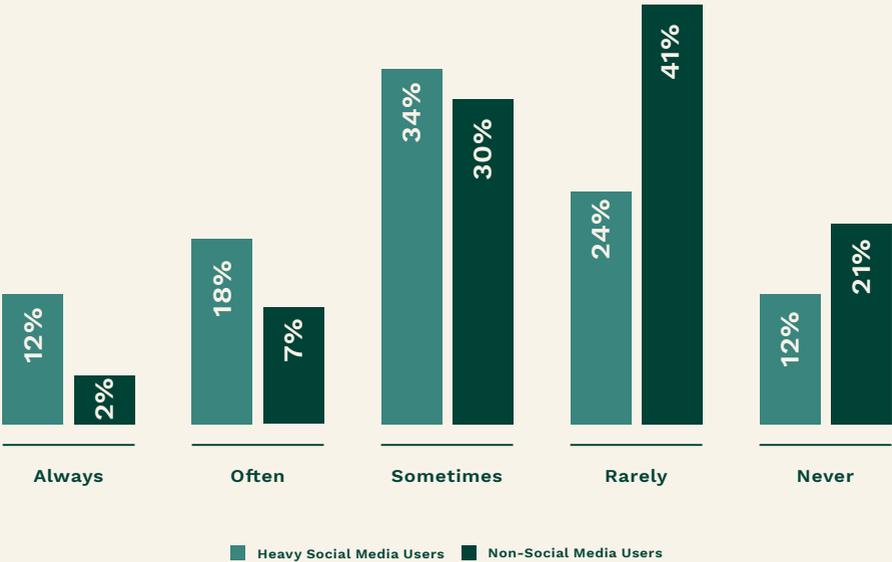
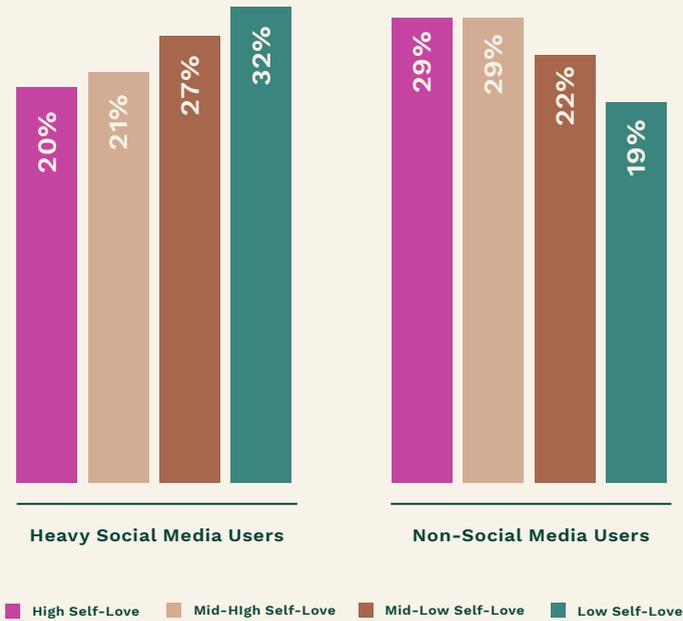


Fig. 10 | Self-Love Levels by Social Media Usage



SELF LOVE & THE BEAUTY INDUSTRY

The majority of people globally think the beauty industry can have negative impacts on self-confidence. Of those who hold this opinion, most see these negative impacts as stemming from the use of airbrushed or photoshopped images, and unrealistic claims. Almost as many think that using conventionally attractive people in marketing causes these problems.

While younger women see the lack of diversity in advertising as a major negative impact of the beauty

industry, older women are less likely to think this is a major problem.

Notably, half of transgender women say that the beauty industry has a positive impact on self-esteem compared to just a third of cisgender women. Answers to this question also differed significantly by country, with women in Asian countries much more likely to say that the beauty industry has some positive impacts than those in traditionally Western countries.

Fig. 11 | Contributors of Negative Impact on the Beauty Industry

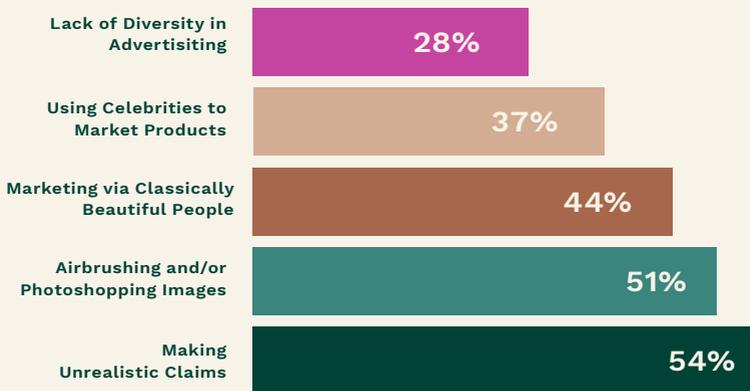


Fig. 12 | Influence of Beauty Industry on Self-Esteem

