The Dove Global Beauty and Confidence Report

When women and girls don’t feel good about the way they look...

9 in 10 women
8 in 10 girls
opt out of important life activities such as engaging with friends and loved ones

9 in 10 women
7 in 10 girls
stop themselves from eating or otherwise put their health at risk. (e.g. avoid going to the doctor)

5 in 10 women
7 in 10 girls
have not been assertive in their opinion or stuck to their decision

6 in 10 women
believe social media pressures people to look a certain way

7 in 10 women and girls
are proud to be female and embrace it

8 in 10 women and girls
feel under pressure to never make mistakes or show weakness

8 out of 10

7 in 10 women and girls
believe media and advertising set an unrealistic standard of beauty most women can’t ever achieve

7 in 10 women and girls
wish the media did a better job of portraying women of diverse physical attractiveness

7 in 10 women
and 8 in 10 girls
say taking time to care for themselves helps them feel more confident

8 in 10 women and girls
want to look their personal best rather than follow an accepted definition of beauty

Visit selfesteem.dove.co.uk to learn more