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

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

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

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

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