

Global Women's Body Confidence and Self-Image, and the Market Impact

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Abstracts

Concern with aesthetics is nothing new, but the fixation with self-image has reached unprecedented levels, thanks to the global rise of the “selfie culture” and constant exposure to idealised (and often unrealistic) images of female beauty via the media. This can lead to issues of body confidence and low self-esteem in some women, on the positive side it is providing growth opportunities for marketers in areas ranging from beauty, health and fashion products to digital apps and slimming aids.

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