Girls and Beauty Confidence: The Global Report

The 2017 Dove Global Girls Beauty and Confidence Report is the largest academic report from Dove to examine the impact of body esteem, pressures and confidence on girls everywhere.

Over half of girls around the world do not have high body esteem.

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

8 in 10 avoid seeing friends and family, or trying out for a team or club.
7 in 10 stop themselves from eating or otherwise put their health at risk.
7 in 10 will not be assertive in their opinion or stick to their decision.

But when a girl has high body esteem...

...she is more likely to think she is beautiful, even if she looks different than images in the media.

...and is less likely to feel pressure to be beautiful.

78% based on a scale of high, medium and low.

12% Low body esteem.

48% 74% Low body esteem.

7 in 10 girls think there is too much importance placed on beauty as a source of happiness.

8 in 10 girls say taking time to do things that make them feel happy makes them feel more confident.

7 in 10 girls think images in the media are digitally air brushed or altered.

Nearly all girls around the world think every girl has something about them that is beautiful.

To help a girl you know, visit dove.com/selfesteem