

IELTS Academic Writing Task 1: Pie Chart

To see the pie charts that this response describes, visit:

<https://www.pelaonline.com/sample-ielts-academic-writing-task-1-questions>

The charts compare six different methods in which beauty products are purchased over a ten-year time period. Overall, it is notable that while several of these fluctuate wildly between 2005 and 2015, buying beauty products at department stores remains the most popular, with online purchasing is dramatically growing.

According to the charts, purchasing beauty products **online** experiences the most dramatic change between 2005 and 2015, quadrupling its percentage every five years, going from 2% to 8% and then to 32% in 2005, 2010, and 2015, respectively. As online purchasing increased, however, **drug store** purchases saw an inverse trend, starting at 16% in 2005 but plummeting to just 5% by 2015; **specialty store** sales fell as well, but less dramatically than those for drug stores.

Only one purchase method saw both significant rises and falls in its percentages; **department stores**, which were 43% of all purchases in 2005, jumped to 54% in 2010 before falling to 35% in 2015. In comparison, **supermarket** purchases did witness a sharp decrease between 2005 and 2010 but then stabilized between 2010 and 2015. Interestingly, the percentage of products bought at **parties or home shows** remained flat at only 1% throughout the decade.