



WOMEN'S MARKETING

2017

**BEAUTY MARKETING
TRENDS**



2017 | BEAUTY MARKETING TRENDS

Indie beauty brands continued to gain momentum in 2016 thanks to product innovation and a major shift in the way consumers discover and buy beauty. In the U.S. and globally, the internet is the primary source for learning about new products and the latest trends and techniques—the number of women looking for beauty advice and information online is up 11% since 2014. Deepening engagement in the category has created both opportunities and challenges.

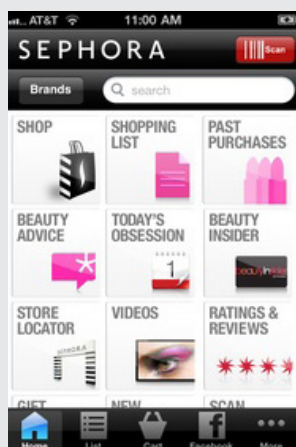
Here, we explore how these trends will impact brands and which techniques marketers should consider in 2017.

Make Your Brand POP!

Indie brands, offering innovation, authentic brand stories, and a unique point of view, are perfect for younger beauty consumers who want products that feel special and one of a kind. Today, consumers tend to trust individual products rather than fully committing to one brand—so beauty companies no longer need to offer a complete line, rather, they just need one standout product that they're known for. But as the beauty marketplace becomes more crowded, it's going to be increasingly challenging for brands to stand out. In 2017, marketers will find new and compelling ways to tell their story and differentiate their brand. Do you have a first-to-market ingredient? The ability to personalize product through emerging technologies such as 3D printing? A highly specialized product (i.e. Anastasia of Beverly Hills brow products, or Kylie's Lip Kits)? Eye-catching packaging? Marketers will need to think beyond the functionality of their products to create something consumers will care about and buy into and apply that message across the entire marketing landscape from social to retail.

Revolutionizing Retail

The experience of shopping has shifted from transactional to experiential and beauty has led this retail revolution. Consumers, particularly Millennial women, demand an immersive experience complete with the latest technology and the personalized touch of in-store beauty advisors. In 2017 we'll continue to see technology that enhances the retail experience, but also acts as a sales tool—augmented reality “mirrors” that allow consumers to virtually try on makeup (and then 3-D prints the product in your perfect shade), apps for crowdsourced makeup photos (allowing shoppers to serve as real-time models), and other tools that effortlessly link the online and offline experience.



Online Shopping

Although half of all women still say that they buy most of their beauty at retail, there are signals that more women will shop for beauty online in 2017. Currently, as many women shop for beauty at Amazon as at specialty retailers like Sephora and Ulta, evidence of a changing shopping landscape. Despite beauty being an experiential category, the use of tools and apps that offer an enhanced beauty shopping experience, ease of online replenishment, and perception that better prices can be found online could shift more dollars to online retailers in 2017.

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A Refined Approach to Influencer Marketing

There's no denying that beauty bloggers and vloggers are an essential part of a brand's marketing mix, but identifying the right influencers and evaluating their effectiveness has been a challenge. In 2017, we will see marketers become much more savvy about selecting the right mix of influencers for their campaigns to meet KPIs and utilizing the latest platforms and technology to track campaigns.

\$ocial

Social media has been pivotal in launching indie beauty brands and will remain a key component in building brand awareness—but changing algorithms on Facebook, Instagram, and YouTube are compelling brands to invest in paid social. Making a wise investment in paid social requires more than just boosting a post; working closely with a partner that specializes in all aspects of demographic targeting, community management, and real-time social listening will be critical for brands as the scope of social becomes more complex.



Beautifully Inclusive

Despite its historically narrow definition of female beauty, the cosmetics industry has been among the most open to changing perceptions. Advertising that includes women of color is not only empowering to consumers, but a good business practice as well—multicultural segments will comprise nearly a quarter of the U.S. population by 2020. Hispanic, Black, and Asian consumers are highly invested in beauty and report above-average spending on haircare and skincare products. In 2017, smart marketers will continue to consider a wider range of consumers when developing products, in their creative, and in audience targeting.



Sources: The NPD Group, Makeup In-Depth Consumer Report 2016, Mintel, Beauty Retailing U.S. 2016, mysociallife.com, sephora.com

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