

Prove It: Beauty Buying Now

For nearly a decade, our Glimmer research has tracked how beauty consumers shop, spend, and decide. In 2026, she's as passionate as ever—but she's also more intentional, more deal-savvy, and takes longer to trust than ever, too.

HERE'S THE PROOF

Walmart with the Win

Where consumers shop for beauty most (online and in-store combined)



She'll Wait You Out

Today's beauty consumer has been trained to wait for a deal:

- 76%** wait for a sale before repurchasing
- 41%** won't try something new **without an offer**
- Only **7%** are full-price buyers

Amazon = The Great Multitasker

77% of beauty consumers purchase on Amazon—it leads in both price comparison and final purchase

78% agree: they get the lowest price on Amazon

71% search by category first, up 9 points from last year. She's browsing by need, not brand; make sure she can find yours

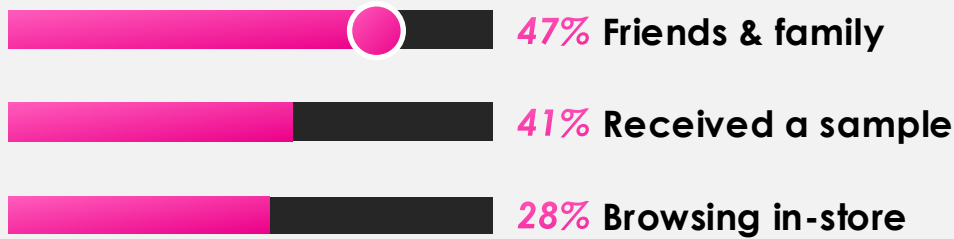
Researches There. Buys Elsewhere.

58% use **brand websites as their #1** active research source.

Only **37%** purchase there

You Can Trust Me

Their three most trusted sources for beauty discovery:



SPOTLIGHT

Trust in doctors, derms, and estheticians is up every year since 2019—now cited by **19%** of shoppers

Color May Be Coming Back, but it's Vulnerable

When budgets tighten, here's what she protects—and what she cuts:

- SKINCARE** the category she'll spend on, full stop
- HAIR** close second and growing
- MAKEUP** first on the chopping block for **31%** if prices rise

Mass, Masstige, Prestige:

Proof She Moves Between All Three →

- 54%** invest in both high and low-priced products
- 36%** are **cheerfully cheap**
- 10%** are **prestige-only**

