

THE AMERICAN BEAUTY CONSUMER

While women 18-34 use 4 to 9 skincare products per day, Millennial women (ages 18-34) are the heaviest purchasers of beauty products. 64% of Millennial women admit to spending more than \$50 per month on beauty supplies and 30% say they spend more than \$100 on skincare and cosmetics each month.



THE PATH-TO-PURCHASE



WHERE DOES SHE DISCOVER NEW PRODUCTS?

ONLINE

- YouTube
- Instagram
- Facebook

IN-STORE

- Sephora
- Department Stores
- Mass Merchandisers

SOCIAL DRIVES ONLINE SALES



Shopify reports that 2/3 of all social media visits to their websites come from Facebook



Instagram's e-commerce influence yields an average of \$65 per order

RECOMMENDATIONS ARE HIGHLY INFLUENTIAL TO WOMEN

52%



trust advice from beauty experts

52%



look to editors for advice

21%



of beauty and personal care consumers seek opinions on social media before making a purchase

WHERE DOES SHE SHOP?



1. Mass Merchandisers
2. Drug Store
3. Mid-Tier Department Store
4. Upscale Department Store
5. Specialty Retailer

MARKETING TIP!

Consumers want to try before they buy. 64% of consumers say they would like to see more samples and gift-with-purchase programs.

CONSUMERS TURN TO PRESTIGE BRANDS FOR SPECIALTY NEEDS, BUT BUY BASICS AT MASS MARKET.

(Mass Merchandisers)



Lip Balm



Facial Cleansers



Acne Treatments

(Prestige)



Anti-Aging Treatments



Eye Cream/Gels



Facial Serums

SHE IS NATURALLY BEAUTIFUL

Across all demographics, there is a deliberate movement toward beauty and cosmetic products crafted from natural and organic ingredients



HAIR TRENDS



- Pastel Color
- Texturizing Balms
- Multi-Tasking Hair Products
- Dry Shampoo

TRENDS IN COLOR COSMETICS



- Color Eye Makeup
- Bold Brows
- Bright Lip Color
- Contouring/Strobing
- Cushion Compacts

BRAND LOYALTY IN BEAUTY



63%

Purchased beauty products in the last year to replace products they use regularly

28%

Purchased items to try something new

28%

Claim to always buy the same beauty brands

KEY TAKEAWAYS!

Women at the younger end of the age spectrum are just starting to build their product preferences and skincare rituals while older women may de-prioritize appearance but look for products that align with health and wellness values.

Key for brands is keeping women engaged as they move through different life stages since skincare and product motivations continually evolve.

WOMEN DOMINATE AS THE PRIMARY BEAUTY SHOPPERS, BUT MEN ARE CATCHING UP!

(Bought beauty products in the last year)



96%



88%

Sources: Mintel Color Cosmetics, August 2015; Glamour Magazine Lipstick Index, Mintel Beauty Retailing January 2015, Mintel Facial Skincare and Anti-Aging May 2015, Mintel Beauty and Personal Care 2014, Pixability Beauty on YouTube 2015, Shopify, Buzz Marketing the Millennial Beauty Consumer



WOMEN'S MARKETING

Learn how your emerging or ambitious established brand can compete in the crowded beauty category.

Contact **Michelle LeWinter** at Women's Marketing for a media effectiveness consultation. Our experts can provide research-based, best-in-class media opportunities designed to reach your core North American consumers when, and where they are most responsive to your message.

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