

**BEAUTY CONSUMER:
TELL ME
WHO YOU ARE**

MINIBOOK 2022

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Introduction

“Tell me who you are, I’ll tell you what you consume”... In cosmetics, even if brands set the pace in terms of trends, consumers also make their voices heard... in the plural, because there are many different types of people.

Indeed, we do not consume beauty in the same way whether we are a woman, a man, a young person, an elderly person, a fashion-addict or a mother-to-be, whether we live in France, China or the United Kingdom. And for the beauty industry, it is crucial to meet the needs of each target.

In France, cosmetics are a way to feel good and to give oneself confidence. Natural and organic cosmetics are highly appreciated.

In the United Kingdom and the United States, consumers prefer both conventional and clean products. They still like to take care of themselves, but prefer shorter and more effective routines.

Age is also a differentiating factor among consumers. Generation Z (under 25) and Millennials (under 35) are key targets for brands.

And unlike their elders, these individuals are highly connected, environmentally conscious and refuse to buy skincare products that are contrary to their moral sense.

This Minibook was created to help industry players better understand and identify their customers.

It reviews the expectations of the French, Americans, British and Chinese. It also highlights the famous Generations Z and Y who are at the heart of all discussions. And since beauty is a sector that also includes men, there is a focus on men.



Generation Y (Millennials)

Currently: 25 years - 40 years
75% of the population

Consumption

- **Minimalists:** average annual hygiene/beauty budget: €180 (versus €233 for 50-64 year old).
- Y's only buy 43 cosmetics/year! The 35-49 year old buy up to 60 products.
- They have drastically decreased their use of makeup and hair products. In general, they use fewer beauty products and tend to lower their skincare routine in all areas.



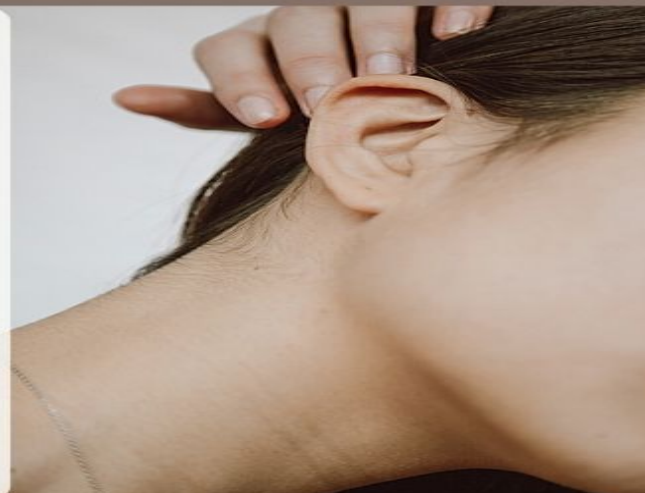
Personality and convictions

- **A demanding and uncompromising generation.** Eco-responsibility must be an integral part of beauty.
- 83% of them believe that the success of companies should not only be measured by profits, but also by the **positive impact** they have on society and the environment. The Ys expect real **sustainable commitments** from the cosmetics industry: reuse of co-products from the food industry, local sourcing, social support, eco-design of packaging, etc
- During Covid-19, 44% of young Gen Y women say they feel the same way about themselves as they normally do. They have a more global, **holistic** and inclusive view of beauty. They are more merciful and caring with their self-image.



Aesthetic world

- Visual language: Deliberately hyper-curated **perfectionism**, dominated by control, minimalist cohesion and **conventional beauty**. They show their individual achievement by creating an outwardly polished aesthetic.
- Visual cues: Wellness aesthetics, abundant greenery, **perfect & glowing skin**.
- Beauty trends & brands: Seeking a natural look that is perfected & healthy: Glossier, Goop, Kosas. Skincare: Fresh, Paula's Choice, Supergoop! Hair: QUAL, Olaplex.



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