



GENERATIONAL COSMETICS

MINIBOOK 2023

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Introduction

We don't consume products in the same way at 20, 30 or even 50. The design of a beauty routine depends on age and skin problems, some of which appear with the passage of time.

Today, to meet everyone's needs, cosmetics brands need to understand the expectations of different target groups.

We find Gen Z. These individuals, aged between 15 and 25, are shattering beauty codes and have very singular needs. Going against the grain of their elders, the Millennials, they appreciate offbeat, inclusive and playful cosmetics. But Millennials and Gen Z aren't the only groups that need the attention of manufacturers.

What about those in their forties, fifties and beyond? With their strong purchasing power and determination to continue taking care of themselves, these people are a prime audience for professionals.

CosmeticOBS has designed this Minibook to help you understand the differences between these different groups and how they operate.

Using data and reports from the world's leading forecasting firms, it takes stock of the specific characteristics of each of these generations.

GEN Z OR THE BIG DISRUPTION

The 18-24 year olds are the ones who make the rain and the sun shine. Resolutely different from their elders, they have their own way of understanding society and consumption. According to NielsenQ, a data analysis firm, this generation is creating new buying habits and popularizing new distribution channels.

Digital by nature, young Z's love social networks (especially Tik Tok and Instagram). But they don't just post photos or watch videos, they also shop (fashion, beauty) directly from these platforms. NielsenQ therefore advises brands to take care of the way they sell on the networks in order to create a smooth and enjoyable experience.

Note that 18-24 year olds are increasingly present on live streaming platforms. *"This can represent new sales opportunities for brands."*

Sweet Commitment

Deeply activist, Zs are looking for meaning and engagement from the brands they value. And they expect these values to be reflected in the products (and in the way they are sold) that manufacturers design. This generation is not necessarily looking for a crazy customer experience, but rather for authenticity.

18-24 year olds are more likely to buy from a company if it develops its products in a responsible and sustainable way. Conversely, they are not afraid to turn away from brands and retailers that do not meet their standards and ideals. Among the Z's major considerations are animal welfare, global warming and air pollution.

Refuse to fit into boxes

Subway, work, sleep? Very little for the Zs.

Once again, unlike previous generations, today's youth are no longer attracted to a classic lifestyle.

Used to growing up in a society in crisis, they feel an urgency to improve the state of the planet.

Anticonformists, they do not wish to have a smooth daily life and prefer to live from day to day.

"Beware, they still retain some traditional values such as the desire to earn money and travel. They also seek security and to evolve in a tight-knit community."

Egomania

The culture of "me" is very present among Zs. They are proud of themselves and want to have cosmetics designed for them. No more settling for a shampoo that doesn't respect their hair type or using a makeup product that doesn't match their skin tone. Inclusion is their watchword.