

COSMETO



WORLD

MINIBOOK 2023

LES ÉDITIONS DE L'OBSERVATOIRE DES COSMÉTIQUES

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Introduction

For many cosmetics brands, international expansion is an important step. And to succeed, it's vital to understand the population's behavior and, if need be, adapt your offer accordingly.

Beauty is not consumed in the same way the world over. Routines, gestures and needs differ from one region to another.

In this Minibook, CosmeticObs has compiled an analysis of three key markets for beauty professionals: Great Britain, the United States and China.

It details the expectations of these different consumers, explains how they use cosmetics, and explains how they approach beauty.

It also helps to dispel certain preconceived ideas, providing a more realistic view of markets with which we are not necessarily familiar.

THE MOST IMPORTANT CONSUMER TRENDS OF 2023

The world is changing, the crises are growing and so is the behavior of the citizens of this planet. To better understand the expectations of the general public and to help industry professionals (all sectors), the online survey agency Attest questioned (via the Internet) 1000 British people. Here is what the survey revealed.

Attest has identified several expectations and desires that may intensify in 2023 (and in the years to come).

Young people are positive

Even though inflation has taken its toll on morale, 64% of Gen Zers say they feel good and are happy right now, compared to only 7% of Boomers.

Attest therefore advises to adapt its tone to the audience you are addressing.

A need for reassurance

45% of consumers need brands to have a discourse that reassures and comforts.

“Overall, humorous messages are slightly more popular (48.8%), but are most popular with consumers aged 40 and over. Younger consumers, on the other hand, show a preference for motivational messages.”

Commitment

Overall, 45% of consumers want brands to address poverty and inequality. This is followed by climate change (41.4%). Gen Zers, meanwhile, are much more likely than other demographics to want brands to take action against racism (47.2%).

Tik Tok on the rise!

53.2% of Gen Z follow brands on Tik Tok. The number of consumers interacting with businesses on TikTok has increased 7.4 points since last year, to 27.1%. But beware, you have to make sure the content is authentic to appeal to Internet users.

The Age of the Metaverse

85% of Gen Z knows what the Metaverse and augmented reality are. Attest believes that manufacturers need to jump on board and create online experiences to connect with consumers.

Spend with caution

The economic crisis is forcing citizens to be careful with their budget (61.5%).

“That’s why we need to emphasize the value of things and encourage smart buying.”