

## Beauty for Teens and Tweens - UK - November 2016

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“The popularity of beauty vloggers has proved hugely beneficial for piquing the interest of girls from a generation which is too old for toys and too young for boys in the beauty market. However, with the focus heavily on improving appearance with make-up, there exists an issue of low self-esteem amongst girls that brands have some responsibility to help address.”

– **Charlotte Libby, Senior Beauty Analyst**

This report looks at the following areas:

- The impact of the vloggers on girls
- Engaging with male teen and tweens

The beauty and personal care market for teens and tweens has benefitted strongly from the popularity of beauty bloggers encouraging girls from a young age to be involved in the market. However, the focus placed on the female market by retailers and brands has resulted in under catered-for and disengaged male teens and tweens, despite their affinity for haircare and styling products.

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The facts

The implications

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H&A and Kokomo lead NPD

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