

The Millennial Beauty Consumer - US - February 2017

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"Millennial women are highly engaged in beauty routines, use a variety of products, spend more time on appearance, & report strong skill levels and experimentation. Interactive shopping experiences & YouTube tutorials help reach this tech-savvy generation. Advertising focused on authenticity & self-expression also resonates."
- Margie Nanninga, Beauty & Personal Care Analyst

This report looks at the following areas:

- Who is the Millennial beauty consumer?
- Reaching the Millennial beauty consumer

Definition

This Report covers a broad range of products within the beauty market. For the purposes of this Report, Mintel has defined the beauty market as follows:

- Haircare
- Facial skincare
- Color cosmetics
- Nail color and care
- Fragrances
- Hair appliances
- Skincare devices

Excluded from this Report are personal care products that are used for regular hygiene and grooming such as:

- Soap, bath, and shower products
- Hand and body care
- Shaving and hair removal products
- Antiperspirant and deodorant
- Oral care

Mintel has also broken out the Millennial generation into two subgroups as follows:

- Younger Millennials: internet users aged 22-29 when survey was fielded in 2016
- Older Millennials: internet users aged 30-39 when survey was fielded in 2016

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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