

## Mature Beauty - US - November 2017

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For the \$37.5 billion beauty market, mature beauty users comprising 30% of the female population are a significant consumer base. However, many of their needs and interests are removed from those of trend-focused, digital savvy Millennials and iGen's. Mature consumers prioritize wellness, natural beauty, and a graceful approach to aging.

This report looks at the following areas:

- Mature beauty consumers are less invested in skills, experimentation, brands
- Mature women less likely to be expanding their involvement in the category
- Mature beauty users take traditional approach to the category

There are challenges, but also opportunities, in helping mature women look their best while cultivating age-specific brands, products, and marketing approaches.

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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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Demographics, legacies, and attitudes shaping Boomer profile

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Makeup, haircare, and skincare together comprise 70% of beauty sales  
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Occasional Beauty consumers comprise largest segment

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Basic Beauty consumers tend to be older, less affluent

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Cosmetics that simplify routines appeal to mature women

Need for inclusiveness in marketing and retail environment

Looking forward: mature women as influencers, brand headliners

Potential for beauty from within products with older users

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Brands expand upper-tier and prestige offerings

Natural and dermatologist-developed products are trending

Korean beauty (K-beauty) products focus on mature skin

Cosmetics with anti-aging and step-saving properties

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Beauty from within for Boomers

## The Consumer – What You Need to Know

Mature women less engaged in beauty category

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Beauty routine highlights mature women's investment in skincare  
 Women value brands addressing aging and age-specific products  
 Concerns about cost and youth-focused stores are prevalent  
 Free samples, specific needs drive interest in new products

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