

Gen Z Beauty Consumer - US - May 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Older Gen Zs more likely to avoid a brand they don't believe in
- Younger Gen Zs still rely heavily on parents
- Purchase influencers change as Gen Zs mature



"Generation Z consists of an array of young consumers at different stages in life. This diverse age range can be a challenge for brands as some Gen Zs are completely dependent on their parents, while others are branching out on their own for the first time."

- Alison Gaither, Beauty & Personal Care Analyst

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