

The Millennial Beauty Consumer - US - June 2019

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This report looks at the following areas:

- The Millennial generation is large
- Millennial beauty routines are varied
- Millennials are not as interested in natural ingredients as Gen Zs
- Millennials choose clean
- Millennial engagement remains largely the same
- Millennials go bold



"Millennial women show various levels of engagement, spending a consistent amount of time on their beauty routines and shopping for products. Older Millennials over index for interest in clean beauty products, while Younger Millennials follow a similar pattern compared to Gen Zs. It is important for brands to consider the wide age range of this generation, as they approach the category differently."

Shannon Romanowski,
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Director of Research

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