

Teen and Tween Beauty and Personal Care Consumer - US - August 2013

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"Capturing the attention of the multitasking and often distracted teen and tween audience creates challenges for marketers. Ultimately, capitalizing on teens' and tweens' proclivity for sharing information while 'influencing the influencer' will be a winning strategy for beauty and personal care brands."

– Shannon Romanowski, Beauty & Personal Care Analyst

In this report we answer the key questions:

- How can marketers capture the attention of the distracted teen and tween audience?
- How are social media and technology impacting how teens and tweens engage with the category?
- Who/what influences purchase decisions and how can marketers best use this information to target teens and tweens?

Teens and tweens are diverse and well-connected, representing a heterogeneous and complex group. These young consumers are interacting with the beauty and personal care market across numerous channels including social media, online ads, mobile marketing, and TV. However, despite increased connectivity, peers and parents also heavily influence purchase decisions made by teens and tweens. For marketers and retailers, connecting with the "influencers" is often an important part of an effective marketing strategy to engage with these young consumers.

Young shoppers are also motivated by getting deals and saving money, likely as a result of growing up in tough economic times. Marketers have the opportunity to appeal to the budget-shopping sensibility of teens and tweens by promoting deals, coupons, and sales through social media, email, and texting. Ultimately, connecting with today's teens and tweens will require a multifaceted marketing approach and the ability for brands to distinguish themselves from the competition.

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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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