

## Beauty Influencers - US - February 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The power of beauty influencer marketing continues to grow, with women flocking to social media for tutorials and product reviews. Most women follow beauty influencers to learn more about trends, and the use of influencers can shorten the learning curve while minimizing the risk often associated with buying beauty products online."

- **Alison Gather, Beauty & Personal Care Analyst**

This report looks at the following areas:

- Women follow a wide array of beauty influencers
- Entertainment is a leading attribute, but honesty is also important
- Beauty tutorials appeal to the experimental nature of young women
- Personal networks are the leading influencer discovery method
- Beauty influencer collaborations can strategically increase brand sales and awareness
- Functional categories drive social media purchases

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Beauty Influencers - US - February 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

What's Happening?

Women follow a wide array of beauty influencers

Figure 1: Types of beauty influencers, December 2018

Entertainment is a leading attribute, but honesty is also important

Figure 2: Select influencer Attributes – cross analysis, December 2018

Beauty tutorials appeal to the experimental nature of young women

Figure 3: Reasons for following beauty influencers, by age, December 2018

Personal networks are the leading influencer discovery method

Figure 4: Finding influencers – cross analysis, December 2018

Beauty influencer collaborations can strategically increase brand sales and awareness

Functional categories drive social media purchases

Figure 5: Select iInterest in beauty products recommended on social media, December 2018

What it means

### Influencer Landscape – What You Need to Know

Young women and mothers are key influencer audiences

Sponsored content has its pros and cons

### Influencer Landscape

Among all the types of influencers, where does beauty fall?

Women are the key market for beauty brands on social media

Figure 6: Types of influencer accounts, by gender, December 2018

Figure 7: Trending hashtags associated with influencers - - Instagram, Twitter, and Pinterest; Jan. 1, 2018-Dec. 31, 2018

Young women more engaged with beauty influencers

Figure 8: Select types of influencer accounts - - beauty, by gender and age, December 2018

Moms are also attracted to beauty influencer accounts

Figure 9: Select types of influencer accounts - - beauty, by gender and children under 18, December 2018

Where do influencers fall among resources for learning about beauty?

Figure 10: Resources for learning about beauty, December 2017

Women distrust internet celebrities, but find social media educational

Figure 11: Select attitudes toward influencers – cross analysis, December 2018

### Market Factors

#sponsored – good or bad for brands?

Figure 12: Number of posts using sponsored hashtags on social media, Jan 1, 2017-Dec 1, 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Beauty Influencers - US - February 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Anti-influencers such as @esteelaundry work as watchdogs

### Key Takeaways – What You Need to Know

Beauty influencers and brands have a powerful social media presence  
 Collaborate, communicate, and consult  
 Paid post overload leads to consumer disinterest

### Beauty Influencer Analysis

Influencer analysis

Celebrity influencer and beauty expert

Beauty expert

Lifestyle influencer

Brand analysis

Figure 13: Number of Instagram followers, select beauty brands and retailers

Trending topics

Figure 14: Trending hashtags associated with tutorials - - Instagram, Twitter, and Pinterest; Jan. 1, 2018-Dec. 31, 2018

Figure 15: Trending hashtags associated with beauty bloggers - - Instagram, Twitter, and Pinterest; Jan. 1, 2018-Dec. 31, 2018

### Key Opportunities

Beauty influencer collaborations are a colossal success

Tutorials are a safe influencer strategy for beauty brands

Figure 16: Hair tutorial: Waves with Rosie Huntington-Whiteley and Jen Atkin

Influencers as brand consultants disrupt the traditional influencer model

### Key Challenges

Too many paid promotional posts cause women to lose interest

### The Consumer – What You Need to Know

Experts lead among influencers; bloggers aren't far behind

Honesty is the best policy

Influencers are a learning tool

Social media is an important factor in the beauty influencer strategy

Tutorials are a valuable learning opportunity

Most women are receptive to purchasing products from social media

### Types of Beauty Influencers

Beauty expert advice attracts followers

Figure 17: Types of beauty influencers, December 2018

Women aged 18-34 are a key influencer target market

Figure 18: Types of beauty influencers, by age, December 2018

Lower-income consumers value free recommendations

Figure 19: Types of beauty influencers, by income, December 2018

Younger consumers follow more influencers, but 35-54-year-olds are still engaged

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Beauty Influencers - US - February 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 20: Repertoire analysis, types of beauty influencers, by age, December 2018

### Influencer Attributes

Engaging, honest content resonates with beauty consumers

Figure 21: Influencer Attributes – cross analysis, December 2018

Women leverage their personal network to find new accounts

Figure 22: Finding influencers – cross analysis, December 2018

Influencers are a popular learning tool, but sales are not guaranteed

Figure 23: Behaviors toward influencers – cross analysis, December 2018

### Reasons for Following Beauty Influencers

Learning about beauty drives followers

Figure 24: Reasons for following beauty influencers, December 2018

Young women value influencer expertise

Figure 25: Reasons for following beauty influencers, by age, December 2018

### Reasons for Visiting Social Media

YouTube

Pinterest

Figure 26: Reasons for following beauty influencers, by social media, December 2018

Instagram

Facebook

Women aged 18-34 trust social media for beauty advice

Figure 27: Reasons for following beauty influencers, by social media, 18-34-year-olds, December 2018

Women rely on a bevy of social media resources

Figure 28: Correspondence Analysis – Principal map – Reasons for visiting beauty sites, December 2018

Methodology

### Attitudes toward Beauty Influencers

Tutorials are the key reason women follow influencers

Figure 29: Attitudes toward beauty influencers, December 2018

Women with lower- income find influencers less relatable

Figure 30: Attitudes toward beauty influencers, by income, December 2018

### Interest in Purchasing Products Recommended on Social Media

Social media is a viable purchase driver across beauty and personal care

Figure 31: Interest in beauty products recommended on social media, December 2018

Income impacts the types of products women purchase from social media

Figure 32: Select interest in beauty products recommended on social media (net) – any interest, by income, December 2018

### Appendix – Data Sources and Abbreviations

Consumer survey data

Abbreviations and terms

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Beauty Influencers - US - February 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Abbreviations

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)