

Luxury Beauty Consumer - US - September 2019

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This report looks at the following areas:

- Luxury beauty can't rest on brand alone
- Luxury beauty is seen as overpriced
- Key 25-34 age group buying fewer luxury products



"Luxury beauty brands find acceptance among most women. While luxury often roots itself in iconic brand identities, the luxury beauty consumer continues to evolve. This necessitates that makers and marketers align with more modern perceptions of luxury and opportunities for personalization/customization."

- Clare Hennigan, Senior Beauty & Personal Care Analyst

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