

Beauty Influencers - US - February 2020

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"Beauty influencers and the power of social media continue to shape the beauty industry. While influencer collaborations with brands continue to resonate with consumers, issues surrounding trust and credibility could signal future challenges."

- **Clare Hennigan, Senior Beauty & Personal Care Analyst**

This report looks at the following areas:

- Men and women engage in the space differently
- Young women are most likely to follow beauty influencers
- Influencer launches continue to resonate
- Trust and transparency are top concerns for followers
- Consumers seek authenticity online
- Technology makes social media a one-stop-shop

To alleviate consumers' concerns, brands and influencers must adopt a more realistic and relatable approach to the category or risk losing people's favor.

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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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