

Perceptions of Beauty across Generations: Incl Impact of COVID-19 - US - September 2020

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This report looks at the following areas:

- The impact of COVID-19 on beauty consumers across generations
- The recessionary impact on the beauty market
- How the shifting perception of beauty impacts brand messaging
- How lifestyle and lifestage shifts can guide new product development



"The once singular approach to beauty marketing and product development is no longer cutting it for consumers. While preferences and engagement varies by generation, nearly all consumer groups have mixed emotions when it comes to beauty."

– Clare Hennigan, Senior Beauty Analyst

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