

Young Beauty Consumers - China - December 2020

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“Beauty has transformed beyond its functional nature to become a stronger form of self-expression. Beauty brands have a fast-diminishing moral authority to dictate beauty trends and expect young consumers to follow. Instead, they now need to support young consumers in finding their own beauty and expressing themselves.”

– Alice Li, Senior Analyst

This report looks at the following areas:

- How young consumers define being beautiful
- Young consumers’ beauty routines and brand preferences
- Young consumers’ perceptions of Chinese beauty brands and foreign beauty brands
- Young consumers’ attitudes toward brand ethics
- The impact of COVID-19 on young consumers

Appealing to young beauty consumers is important but challenging. These 18-24 year olds, particularly women, represent future consumer trends and are already highly involved across beauty categories. They consider beauty as a way of self-expression, rather than meeting society’s expectations, and show a strong willingness to invest in beauty at a young age while also caring about ethical issues, especially sustainability and transparency.

Meanwhile, brands need to be mindful that young consumers’ product usage and brand choice are largely limited by their lower spending power. They are not likely to be the big spenders in the beauty market, and brands may consider diversifying their target audience, given the shrinking young population in China.

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