

Beauty Influencers - US - April 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The crucial role beauty influencers play in product discovery
- How communication strategies need to evolve to keep up with shifting beauty ideals
- The blurring of physical and digital lives and what it means for the industry



"COVID-19 has accelerated the divide of the social media landscape. With consumers spending more time at home and online, engagement across social media platforms has increased and the role of beauty influencers has never been stronger. However, the highly sensitized events over the past year has seen more influencer and brand 'call outs!'."

- Clare Hennigan, Senior Beauty & Personal Care

Analyst

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