

The Gen Z Beauty Consumer - US - 2022

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This report looks at the following areas:

- The impact of COVID-19 and inflationary pressures on Gen Z beauty consumers
- Social media's influence on Gen Z beauty consumers
- How category players are innovating to stand out from the competition
- What Gen Z beauty consumers want from the category and why

69% of Gen Z adults turn to TikTok for learning about beauty, making it the top-cited resource for beauty research among Gen Z adults.

Unlike Gen Z teens who tend to be financially dependent on their parents/guardians, Gen Z adults are in a lifestage where they're likely just entering adulthood and/or just starting out in their careers, indicating that they'll feel more of a financial pinch from inflationary pressures when compared to their older counterparts who are more established in the workforce.

31% of Gen Z teens say the adults in their life buy all of their BPC products, decreasing to 7% among Gen Z adults. While Gen Z teens' dependence on their parents/guardians may enable them to purchase higher ticket items, their BPC routines are still limited when compared to Gen Z adults, suggesting this group doesn't see a perceived need to engage beyond basic hygiene needs and/or their parents/guardians don't approve or support additional steps.

48% of Gen Z adults and 53% of Gen Z teens are at least somewhat interested in interacting with beauty/grooming products virtually (eg in a video game, in the metaverse), unveiling an abundance of opportunities for category players to reach this key audience.



“Generation Z consists of an array of young consumers at different stages of life, making them a key audience across most beauty categories. Tapping into the emotive benefits of BPC products and/or providing beauty experiences in virtual spaces will help category players earn a spot in this engaged group's BPC routines.”

– **Olivia Guinaugh, Senior Beauty & Personal Care Analyst**

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