



Expressions of Identity - US - 2023

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This report looks at the following areas:

- The way in which consumers define and consider their identity
- The primary ways consumers express their identity to others, including through their outward appearance and digital personas
- The impact of authentic self-expression and outward appearance on consumers' mental wellbeing
- Challenges consumers face in pursuit of expressing their identity, and the opportunities for brands to aid consumers' drive for self-expression

Personal identity and self-expression are incredibly complex and multifaceted concepts. Although outer appearance is the primary outlet of expression, consumers also feel their roles, responsibilities, skills, interests and culture all influence who they are as a person. They also rely on a range of channels to represent and communicate who they are – or who they want to be – to other people. While many brands are already embedded in aspects of consumers' identity and self-expression, there's also the opportunity to further appeal to consumers' sense of self and empower them to embrace all facets of their personality.



“Consumers use a range of channels to represent and communicate who they are – or who they want to be – to other people. Authentic self-expression can directly impact their mental wellbeing, as well as help them build likeminded communities.”

– **Lisa Dubina, Associate Director | Culture & Identity**

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