

Beauty Influencers - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Types of influencers that beauty consumers are following
- Resources for beauty information
- How US adults are using social media channels for beauty information
- Where US adults are consuming beauty content

Of those who use social media looking for beauty information, expert opinion and advice are still prized above all else. As consumers continue to focus on value in 2023, they're looking to influencers who feel authentic and who can offer real opinions about beauty products. TikTok continues to grow in engagement, primarily with younger, Gen Z consumers, but Millennials have been taking notice as well. The fine line between long and short-form content is present as well – YouTube has grown in popularity, so long-form content has not entirely disappeared even as Instagram Stories and TikTok posts have shown some of the most virality in the past year.



“US consumers are focusing on value, but they are still looking to influencers for ways to most efficiently spend their money. As brands continue to work with beauty influencers, they will need to be agile and willing to experiment with a variety of types of content that could catch a consumer’s eye.”

– Jennifer White Boehm,
Director, US BPCH Reports

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

EXECUTIVE SUMMARY

- Top Takeaways
- Consumer trends
- Competitive strategies
- Nurture new audiences with cross-category outreach
- Consider the future of influence

MARKET DRIVERS

- **Recessionary mindsets will reward proof of value**
Figure 1: Consumer Sentiment Index, 2010-2023
Figure 2: Beauty and Personal Care Shopping Behaviours, March 2023
- **Value-driven shopping gives rise to de-influencing**
Figure 3: Dr. Lindsey, MD, 2023
- **The diversifying population continues to present opportunities**
Figure 4: US Population, by Race and Hispanic Origin, 2018-2028
- **Beauty benefits from shifting cultural norms around gender and age**
Figure 5: Influencers Followed by Demographic, 2021 vs 2023
- **Tech advances consumer (and brand) shopping and decision-making**
Figure 6: Usage and interest in Tech at Retail, by Generation, 2022

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Nurture new audiences with cross-category outreach**
Figure 7: Jalen Green x UN/DN LAQR, 2023
Figure 8: Selfmade, 2023
Figure 9: GRYT, 2023
- **Consider the Future of Influence**
Figure 10: ChatGPT Does Makeup, 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

THE BEAUTY INFLUENCER CONSUMER – FAST FACTS
INFLUENCERS OF INTEREST

- Consumers still most interested in following health/fitness influencers**

Figure 11: Types of beauty and lifestyle influencers followed, 2023

Figure 12: Types of beauty and lifestyle influencers followed, 2022 and 2023
- Younger consumers most interested in beauty, but opportunity exists for older audiences**

Figure 13: Types of beauty and lifestyle influencers followed, by age, 2023

Figure 14: Laura Geller National Mature Women’s Day, 2022

TYPES OF INFLUENCERS FOLLOWED FOR BEAUTY INFORMATION

- Experts claim the top spot for 2023**

Figure 15: Types of influencers followed for beauty information, 2022 and 2023
- Women look to experts, while men look to celebrities**

Figure 16: Types of influencers followed for beauty information, by age and gender, 2023
- Gen Z look to experts while Millennials still peruse blogs**

Figure 17: Types of influencers followed for beauty information, by generation, 2023

TYPES OF BEAUTY INFLUENCERS FOLLOWED

- MUAs are top beauty influencers**

Figure 18: Types of beauty influencers followed, 2022 and 2023
- Men look to derms and journalists, while women focus on beauty professionals**

Figure 19: Types of beauty influencers followed, by gender, 2023
- Gen Z most likely to follow MUAs, while older consumers also look to brand founders**

Figure 20: Types of beauty influencers followed, by age and generation, 2023

RESOURCES FOR BEAUTY INFORMATION

- US adults are searching online, but social media users are going to YouTube**

Figure 21: Online resources used for beauty information, 2022 and 2023

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Most young consumers look to TikTok, while 30 somethings focus more on Instagram and YouTube**

Figure 22: Online resources used for beauty information, by age, 2023

SOCIAL MEDIA BEHAVIORS

- **Adults are learning, looking to influencers for recommendations**

Figure 23: Social media behaviors, 2023

- **Both men and women look to influencers, but men look to follower count as well**

Figure 24: Social media behaviors, by gender, 2023

- **Gen Z appreciate celebrity beauty, while Millennials are most trusting for new product recommendations**

Figure 25: Social media behaviors, by generation, 2023

INTERACTING WITH INFLUENCER CONTENT

- **Consumers still aren't willing to pay for exclusive content**

Figure 26: Interacting with influencer content, 2023

- **Men are watching live content, while women are purchasing products**

Figure 27: Interacting with influencer content, by gender and generation, 2023

ATTITUDES TOWARD INFLUENCERS

- **Influencers are still... influential**

Figure 28: Attitudes toward influencers, 2023

- **Older women are relying on influencers for new product recommendations**

Figure 29: Attitudes toward influencers, by age, 2023

CONSUMING BEAUTY CONTENT

- **TikTok, YouTube maintain hold on beauty content**

Figure 30: Frequency of usage of beauty social media content, 2023

- **Gen Z continue to scroll TikTok, while Millennials stick with Instagram**

Figure 31: Frequency of usage of beauty social media content, by generation, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Abbreviations**

APPENDIX – THE MARKET

Figure 32: NARS Brand Avatars, 2022

APPENDIX – THE CONSUMER

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.