

The Beauty Consumer - US - February 2018

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The beauty category has continued to grow through 2017, with the highest growth coming from beauty devices. Women are minimizing their daily beauty routines and are searching for products that can do it all in the least amount of time. Going forward, women will continue to demand customized products to reduce the number of products needed to create their individual looks.

This report looks at the following areas:

- Beauty market is growing, but nail color and care continues to struggle
- Multi-purpose beauty products are in demand but could threaten category growth
- K-beauty trends losing momentum among key demographics

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DID YOU KNOW?

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

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

The issues

Beauty market is growing, but nail color and care continues to struggle

Figure 1: Percentage change in beauty sales, by segment, 2016-17 (est)

Multi-purpose beauty products are in demand but could threaten category growth

Figure 2: Interest in beauty trends, December 2017

K-beauty trends losing momentum among key demographics

Figure 3: Interest in beauty subscription services and K-beauty, by age, December 2017

The opportunities

Natural benefits could boost sales

Figure 4: Purchase influencers, any rank, natural ingredients, by age, December 2017

In-shower beauty products are an additional step, but still save time

Figure 5: Year over year growth of US in-shower skincare product launches, 2012-2017*

Growing multicultural population bodes well for experimental trends

Figure 6: Interest in beauty trends, by race and Hispanic origin, December 2017

The Market – What You Need to Know

Mature categories post highest sales, developing categories show higher growth

Blurring of categories could be responsible for decreased spend

Multicultural population, consumer confidence forecast to rise

Market Breakdown

Wide-ranging categories responsible for highest consumer spend

Figure 7: Share of sales in beauty market, by segment, 2017 (est)

Beauty devices show highest growth, nail color loses share

Figure 8: Percentage change in beauty sales, by segment, 2016-17 (est)

Market Perspective

Skincare and make-up spend declined from 2016

Figure 9: Percent of beauty spend in the past three months, by category, Spring 2015-17

Blurring of category lines results in cannibalization

Figure 10: Skincare benefits in facial make-up, May 2017

Figure 11: Select interest in fragrances with added benefits, May 2017

Market Factors

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Female multicultural population anticipated to grow

Figure 12: Population of women by race and Hispanic origin, 2013-23

Safety Act makes ingredient safety a priority

Consumer confidence declines slightly, optimism still high

Figure 13: Consumer Sentiment Index, Dec 2012-Dec 2017

Key Players – What You Need to Know

Natural products here to stay, convenience still key purchase driver

Customization grows smarter, minimalism takes hold

What's Working?

Natural products plant roots, sustainability is the new focus

Figure 14: Select product purchases, any natural product (net)*, October 2017

Convenience continues to be leading purchase factor

Figure 15: Year over year growth of US beauty product launches with a convenience claim, 2015-2017*

What's Next?

Customization gets even more personal

Figure 16: Interest in select retail services, by women 18-34, May 2017

Minimalism moves beyond convenience

The Consumer – What You Need to Know

Majority of beauty routines three to six steps, regardless of occasion

Convenience key driver in choice of retailer

Personal recommendations most valuable

Women want effective, easy-to-use products

Natural, timesavers resonate with widest audience

Women find shopping fun, but overwhelming

Beauty Routines

Common steps performed daily, involved reserved for special occasions

Figure 17: Beauty routines, December 2017

Beyond personal hygiene, make-up helps women feel their best

Figure 18: Beauty Routines – Ever do (net)*, December 2017

Women adopt more steps during weekdays, less on weekend

Figure 19: Repertoire of beauty routines, weekday routine and weekend routine, December 2017

Women aged 35-44 most engaged

Figure 20: Select beauty routines – ever do (net)*, by age, December 2017

Steps that appeal to Hispanics' experimental nature resonate

Figure 21: Beauty Routines – Ever do (net)*, by Hispanic origin, December 2017

Retailers Shopped

Mass channels offer convenience, specialty offers experience

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Figure 22: Retailers shopped, December 2017

Drug stores strike a chord with mature consumers

Figure 23: Select retailers shopped, by age, December 2017

Specialty stores adopt inclusivity to reach more women

Figure 24: Retailers shopped, by race and Hispanic origin, December 2017

Resources for Learning about Beauty

Personal recommendations most influential

Figure 25: Resources for learning about beauty, December 2017

Younger women hold personal and online recommendations in similar regard

Figure 26: Sources of information, by age, December 2017

Hispanic women trust online reviews, Black women trust ads

Figure 27: Sources of information, by race and Hispanic origin, December 2017

Purchase Influencers

Effective, easy-to-use products appeal to wide audience

Figure 28: Purchase influencers, by rank, December 2017

Experimental nature of young women creates diverse purchase drivers

Figure 29: Purchase influencers, any rank, by age, December 2017

Black women brand loyal, interested in natural ingredients

Figure 30: Purchase Influencers, any rank, by race and Hispanic origin, December 2017

Interest in Beauty Trends

Women want more than just the natural look

Timesavers promote product trial without drastically altering routines

Figure 31: Year over year growth of US in-shower skincare product launches, 2012-2017*

K-beauty appeals to niche audience

Figure 32: Interest in beauty trends, December 2017

Younger women over-index for tech, 35-44-year-olds go natural

Figure 33: Interest in beauty trends, by age, December 2017

Hispanics interested in timesavers, Black women stay natural

Figure 34: Interest in beauty trends, by race and Hispanic origin, December 2017

Attitudes toward Beauty

Majority of women find shopping for beauty overwhelming, but fun

Figure 35: Attitudes toward shopping for beauty products, Any agree or any disagree, December 2017

Women use beauty to shape their style and boost self-esteem

Figure 36: Attitudes toward style and appearance, Any agree or Any disagree, December 2017

Mature women march to the beat of their own drum

Figure 37: Select attitudes toward shopping for beauty and appearance, any agree or any disagree, by age, December 2017

Hispanics prefer an element of fun in their shopping experiences

Figure 38: Select attitudes toward shopping for beauty and appearance, any agree or any disagree, by race and Hispanic origin, December 2017

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Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

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