

Gen Z Beauty Consumer: Incl Impact of COVID-19 - US - August 2020

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This report looks at the following areas:

- The impact of COVID-19 on Gen Z beauty consumers
- The recessionary impact on Gen Z beauty consumers
- The way social media shapes Gen Z beauty routines
- The eco and ethical product claims that resonate with Gen Z

Generation Z consists of an array of young consumers at different stages of life, making them a key audience across most beauty categories. An increase in remote work/school and an economic recession brought on by COVID-19 will have a profound impact on Gen Z beauty consumers. Beauty brands will have to adjust marketing strategies and product development to reflect lifestyle shifts among this influential consumer



“The COVID-19 pandemic will have a profound and lasting impact on both Gen Z, and the beauty industry as a whole. Gen Z consumers dictate beauty trends, making them a key audience for brands in the beauty space. The financial impact from the pandemic will disproportionately impact Gen Z, and as a result, trading down will occur.”

- Clare Hennigan, Senior Beauty Analyst

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