

A Broad Look at Beauty: 2023 Consumer Report

61% of women are **purchasing more beauty** products now, fueling steady growth for the industry. Not only are they purchasing more beauty, but consumers are also still buying products that feel like everyday luxuries: 26% use natural beauty brands mostly, 22% say the same for higher end brands, and 8% for indie/niche brands. That represents a majority—only 31% mostly use value or mass brands—and underscores that beauty is special and consumers are still engaged with the market.



THE FUTURE LOOKS... CONSISTENT

\$68.6
BILLION

The expected total retail sales for beauty and personal care products in **2027**, up from approximately \$60.5B in 2022.

That represents steady—though not rapid—growth amidst inflationary pressures



WITH INFLATION, DIVE DEEPER INTO DIGITAL

Consumers are enjoying online, especially now, because they can research, price compare, read reviews and, in general, make **informed, intentional** purchases

54%

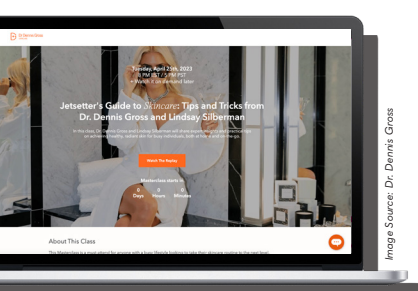
begin their beauty shopping journey online



ALL TOGETHER NOW

72%

of consumers **like the communities** that brands and retailers have created online



BEAUTY'S MAKEOVER STILL A WIP

There have been solid improvements in beauty advertising; even still:

- **74%** of women say society's idea of beauty is too **rigidly defined**
- **73%** feel that social media has created **impossible standards**
- **65%** think the beauty industry has a **negative view of aging**

Check your social: 51% of consumers, when they want to see if a beauty brand shows diversity, head to social media

GIVE THEM WHAT THEY WANT

Female consumers, in particular, want to see **realistic beauty in advertising**, including

- **75%** skin conditions
- **68%** imperfect teeth
- **50%** women with body hair
- **46%** women with facial hair

77% of consumers would like to see ads including people with physical disabilities; **72%** say the same of Down syndrome



Love your body because it's yours

CONSUMERS UNPACK CLEAN

Only **27%** of consumers say they **understand what clean beauty means**, but, even still, **72%** agree that it is **more important to them now** than a year ago.

When asked to select a definition:

- **63%** say clean beauty means **natural/organic**
- **54%** see it as **eco-friendly**
- **51%** think clean beauty is **free from toxic ingredients**
- **49%** say it is **free from certain ingredients**
- **37%** think clean beauty means **cruelty-free**
- **28%** see it as **effective**



EARN THEIR TRUST

42%

of consumers trust beauty and personal care brands that **only use recognizable ingredients**

42%

say the same for brands that have **clinical studies that prove effectiveness**

30%

trust those that have strong **sustainability initiatives** in place

