

## 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



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



begin their beauty shopping journey online

### ALL TOGETHER NOW



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



### 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



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



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



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

