

# Euromonitor Beauty Survey - Key Takeaways

## 1 Premium Beauty Buyers have a Different Customer Journey than the Rest of the Market

- Digital has a stronger influence on premium buyers' purchasing decisions
- They have more interest in all natural ingredients, authenticity, and ethical attributes
- Premium buyers still need to justify their spending, so there has been a shift from status-driven purchases to results-driven



*Assess your brand portfolio's right to win in the premium natural beauty segment. Increase the mix of digital media in communications planning.*

## 2 Millennials and Gen X are the Primary Consumers for Premium Beauty

- Over half of Gen Y and X expressed premium preferences across the three major beauty categories – hair care, colour cosmetics, skin care)
- Consumers under 40 typically have the most extensive beauty routines
- Millennials are the most frequent users of all hair care products, while Gen X are the most frequent users of skin care
- Demand for natural features are more prominent among Asian and Middle Eastern consumers



*Align the customer journey for beauty by life stage with your brand portfolio. Measure share of growth to sustain leadership in the premium beauty market.*

## 3 Green and Natural are Drivers of Brand Preference, while Price and Brand are Less Relevant

- Consumers purchase decisions for beauty products are based on efficacy, and quality-price balance
- Green features (e.g. natural, organic, ethical, environmentally-friendly) are in the next tier of attributes that consumers look for
  - All-natural, plant-derived and free-from claims are the most important
- Low prices and brand names are less important factors in the purchasing decision
- 6/10 natural buyers are willing to pay more to get natural and botanical ingredients



*Address the importance placed on green features by consumers. Investigate emotional benefits and personality as drivers of brand positioning and value.*

## 4 Technology and Customization will be the Future Battleground for Beauty

- Technology is enabling beauty personalization
- Consumers are shifting from 'suitable for me' brands towards 'made for me' brands
- The next generation of customized beauty innovations will align brands with the consumer's beauty profile, and needs
- **Example:**
  - Brands such as CoverGirl and MatchCO are using apps to provide customers with custom foundation makeup from selfies



*Build an innovation pipeline with technology and customization as platforms of future growth.*