

6 things to know about beauty buyers



GWI.

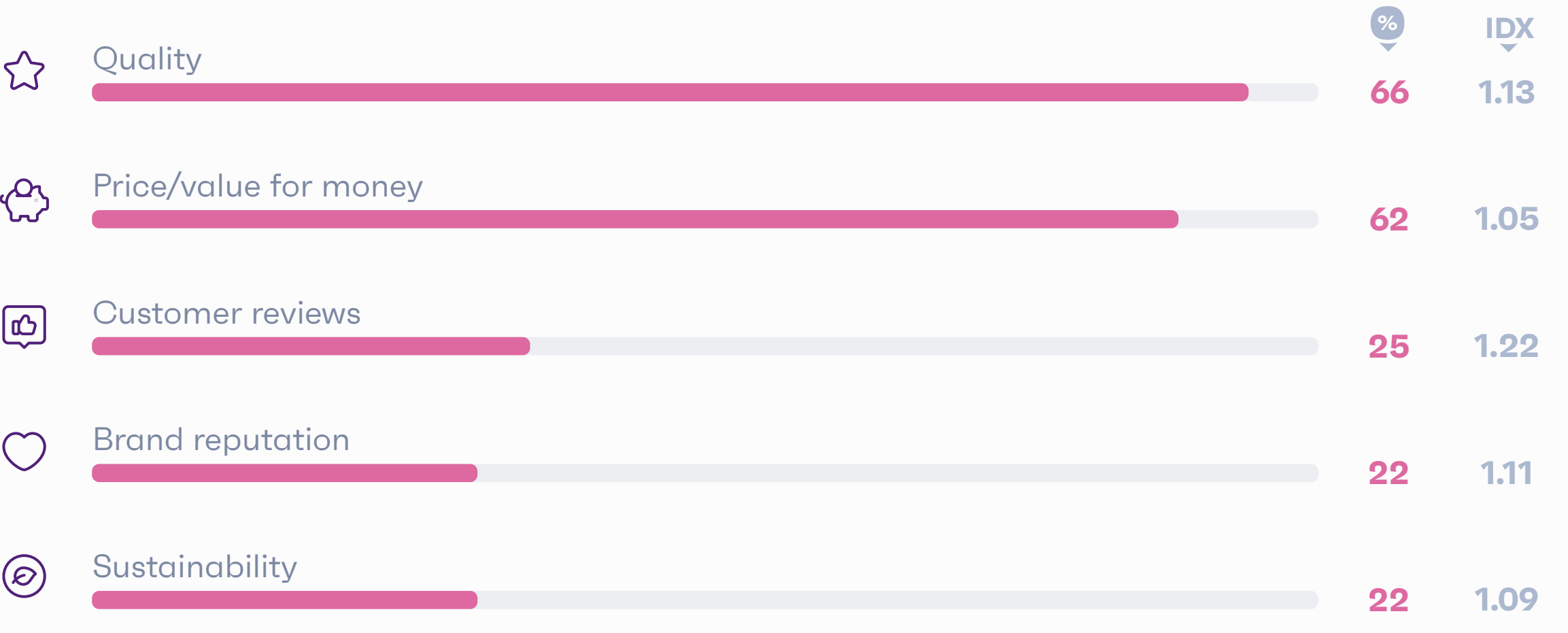
Adding value means more than lowering prices

25% say they could spend less on beauty in the future

They're less likely to have purchased a fake/duplicate product in the last year than the average consumer

Quality edges price, customer reviews are important too

% of beauty buyers who say the following is the most important factor when purchasing a product



[Click to explore data on our platform](#)

Sustainability and DE&I are non-negotiable

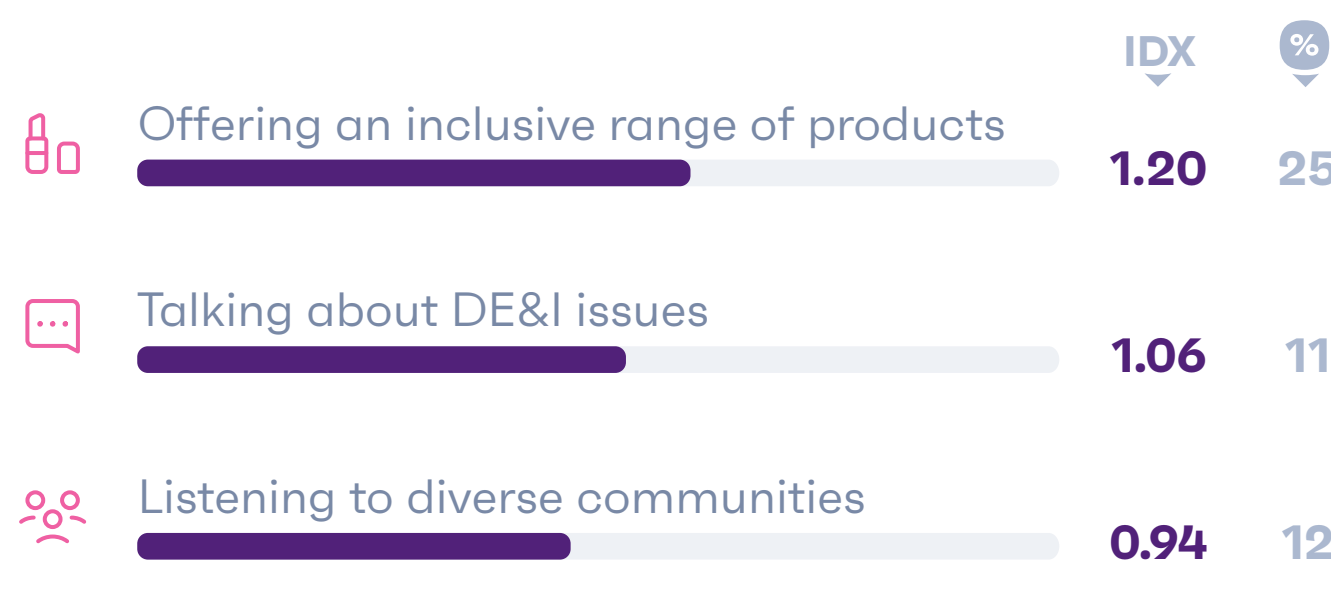
Where sustainability matters more

% of beauty buyers that say supporting sustainability causes is important for each of the following product categories



American beauty buyers demand inclusivity

% of where US beauty buyers think the beauty industry could most improve, sorted by IDX



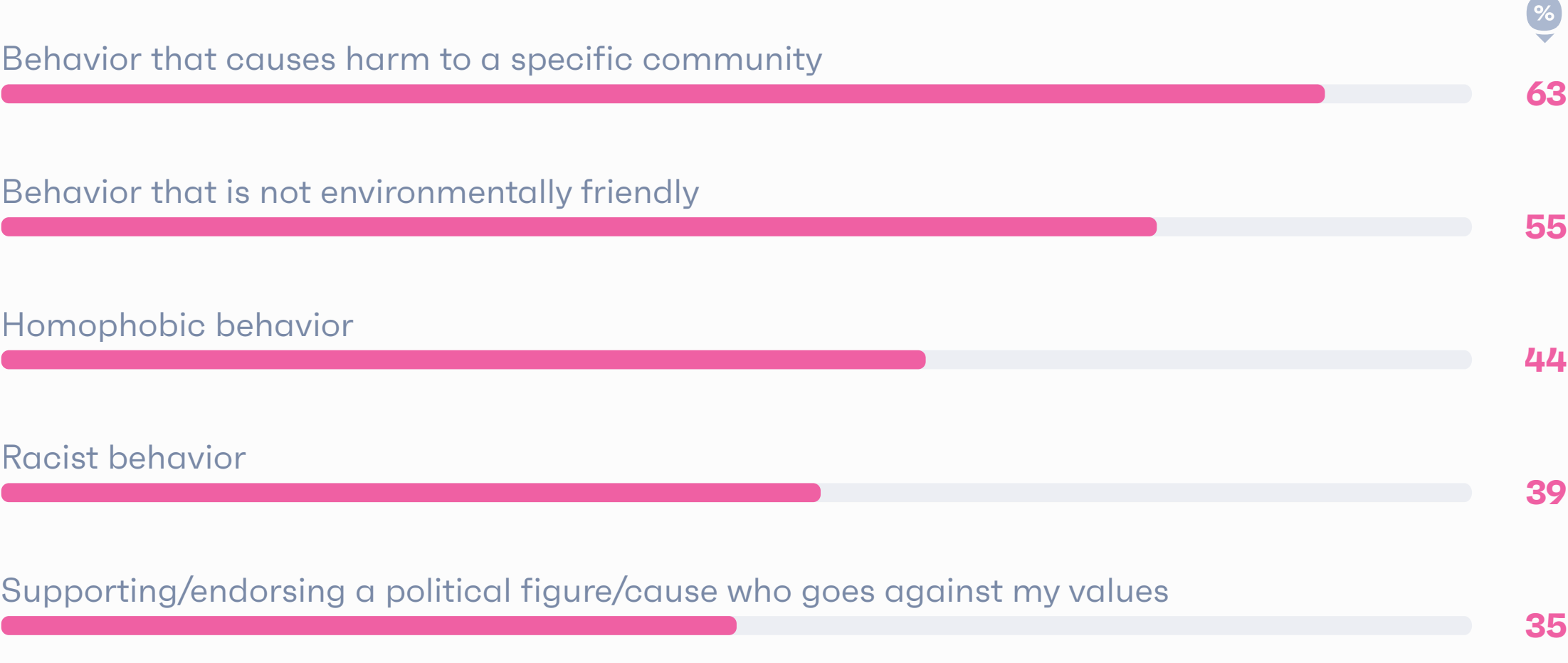
Over 6/10 beauty buyers would pay more for an eco-friendly product

Global beauty buyers are 15% more likely to believe all people should have equal rights

They put their money where their values are

They can be quick to leave brands if they don't share their values

% of beauty buyers who say they would boycott a brand for the following reasons



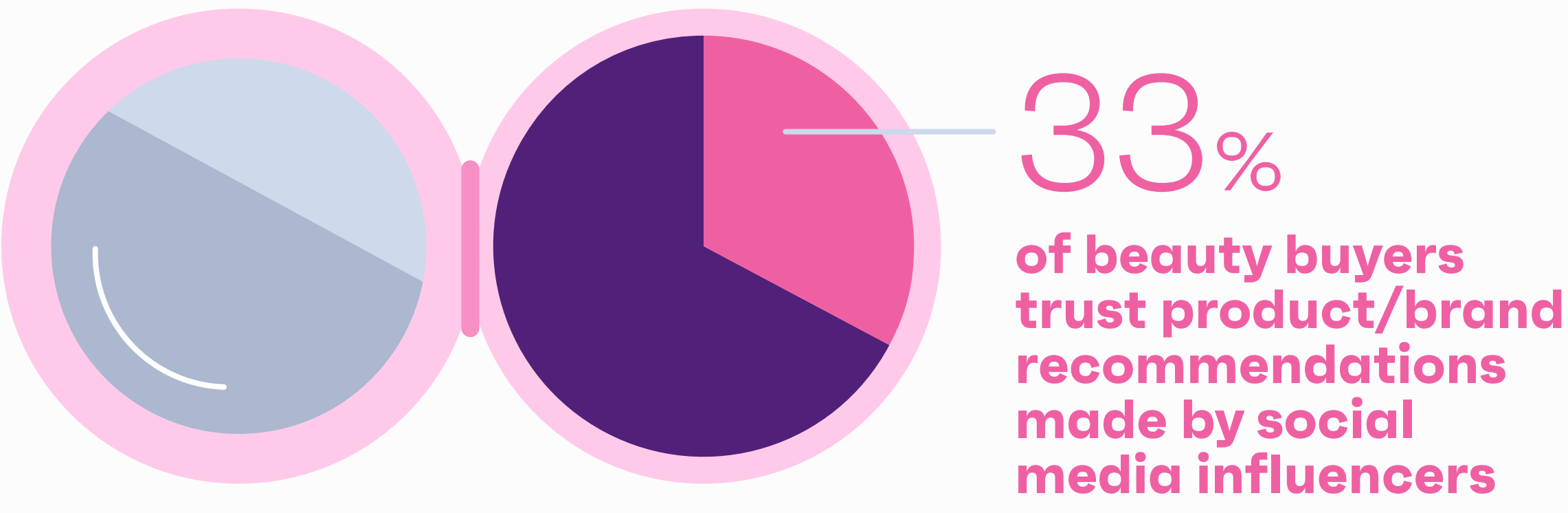
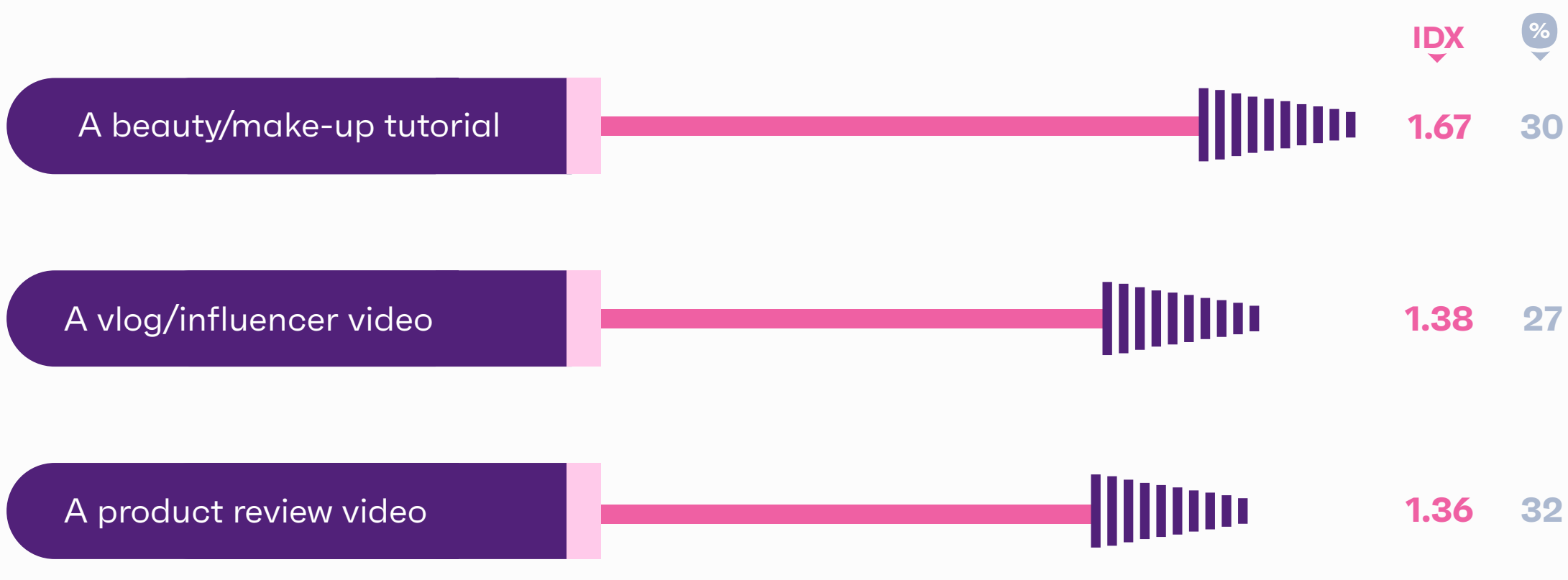
2 in 3 US beauty buyers think brands have a responsibility to create ads that feature diverse representation

54% think it should be the norm to offer inclusive product ranges

Influencers are still effective

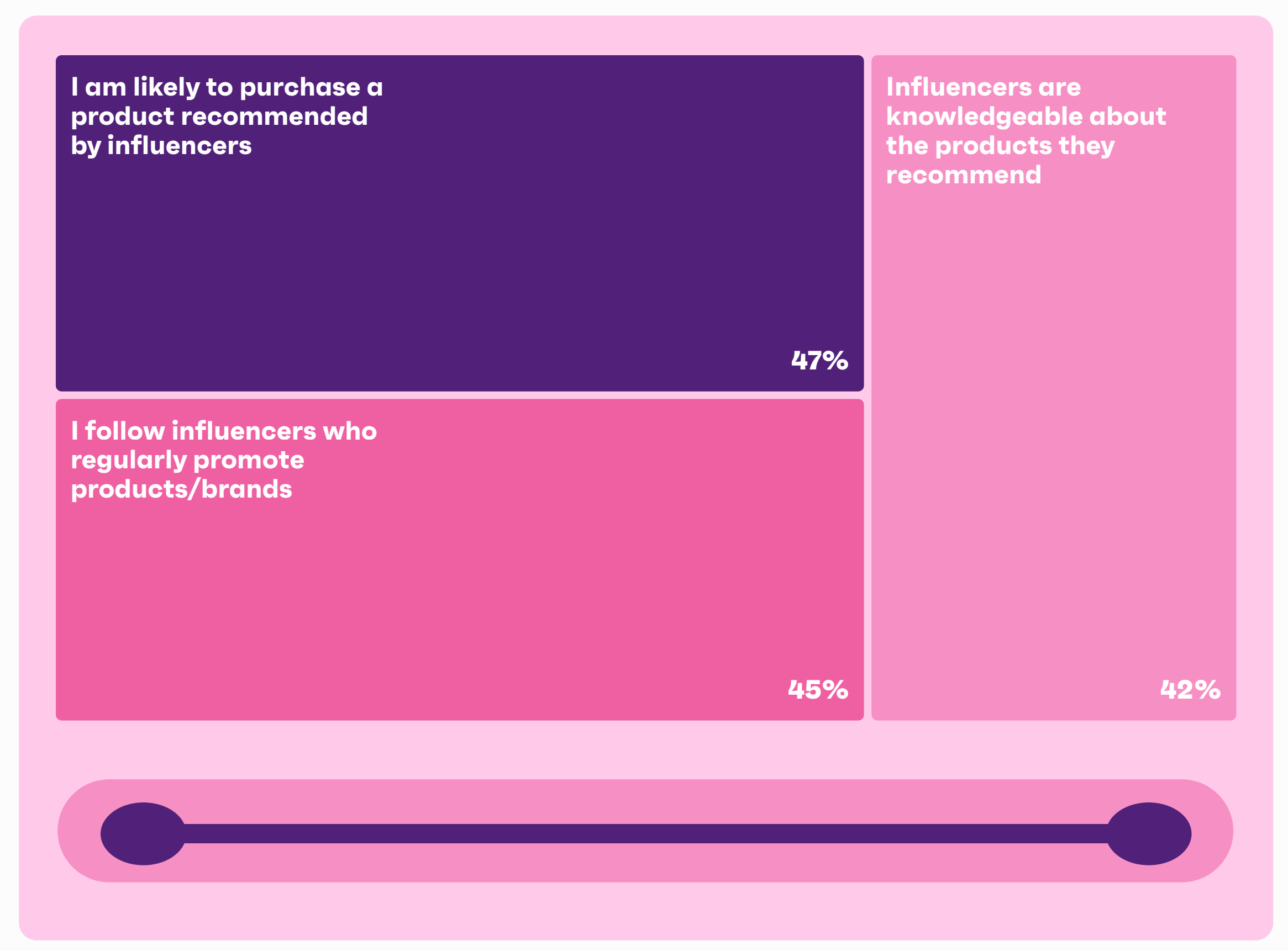
Video content cuts through

% of beauty buyers who watched the following online in the last week, sorted by top over-index



De-influencing hasn't necessarily caught on just yet

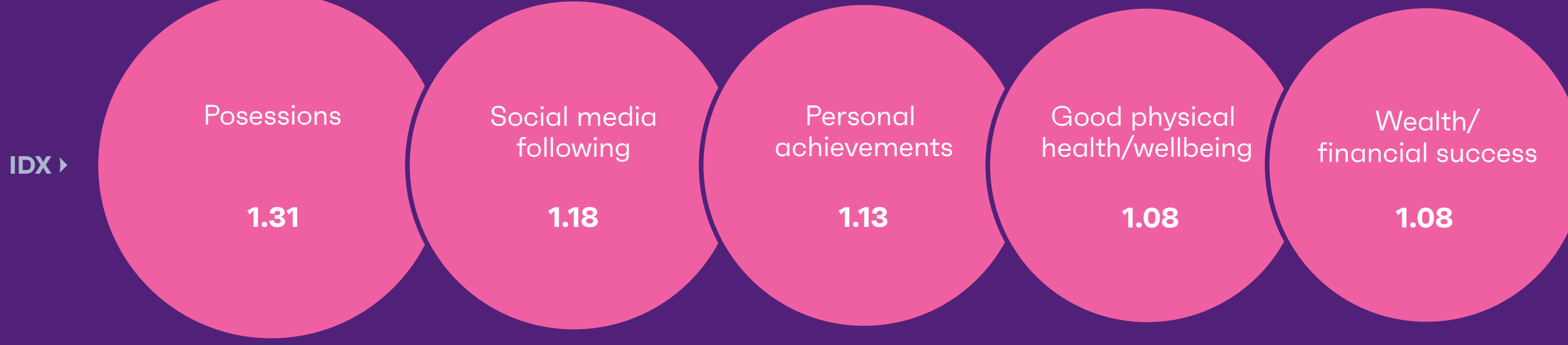
% of beauty buyers who agree with the following statements



Luxury goods are a path to respect

High quality goods leads to clout

What beauty buyers feel most strongly symbolizes one's status in society, sorted by IDX



Quality is the top reason (27%) beauty buyers make luxury purchases

AI can assist with beauty decisions

Over half are comfortable using an AI-integrated tool to buy a product

Beauty buyers are 32% more likely than average to use an AI for fashion/style recommendations

Gen Z are checking their nails, older consumers are testing out new hair colors

% of beauty buyers in each generation who used the following in the last week, sorted by IDX



This infographic uses our Core dataset, with a sample of 237,677 internet users aged 16-64, including 60,672 beauty buyers, in Q2 2023. It also uses data from GWI Zeitgeist, a monthly recontact survey fielded in 12 markets.

Beauty buyers are consumers aged 16-64 who have purchased hair styling or coloring products, make-up/cosmetics, or hair styling tools in the last month.

Want more like this?

[Book your demo](#)