

# 6 things to know about beauty buyers



**GWI.**

## Adding value means more than lowering prices

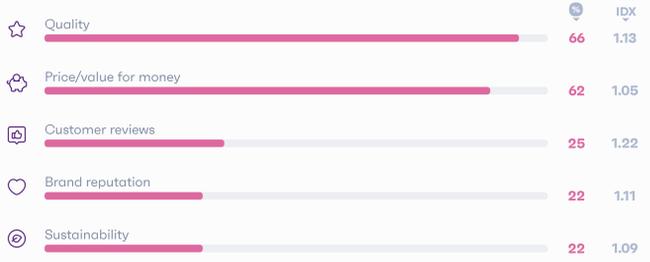
25% say they could spend less on beauty in the future

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

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## 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



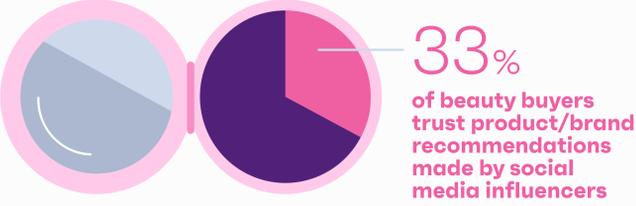
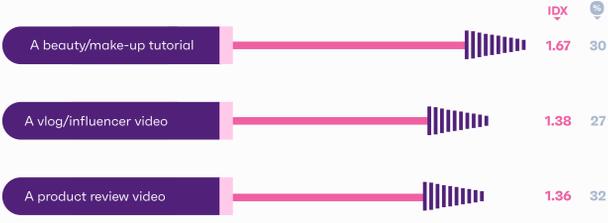
2 in 3 US beauty buyers think brands have a responsibility to create ads that feature diverse representation

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

## Influencers are still effective

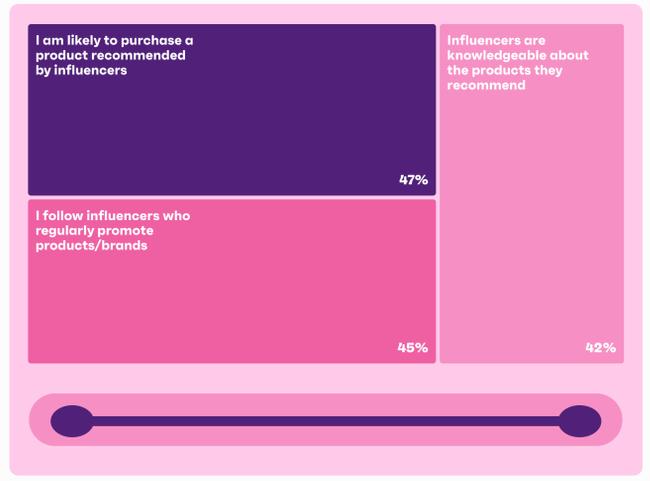
### Video content cuts through

% 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.

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