In many ways, COVID-19 is pushing the beauty industry toward a makeover. The big shifts are coming from Millennials and Gen Zers, the generations most engaged with the industry. 69% of Millennials now feel that beauty brands need to show more diversity—as compared to 52% of all adults—and 89% of Gen Zers are tired of being told how they should look—as compared to 45% of all adults. 26% of 18-34-year-old women say their approach to beauty has changed, and nearly a quarter plan to use fewer products in future. Change is here, but there are plenty of bright spots in the beauty world; the brands that really listen to consumers in this moment will shine.

### Pre-Pandemic Recovery Expected In 2025

- **79%** Compared prices
- **83%** Read reviews
- **69%** Signed up for a retailer’s e-mail list for a discount
- **57%** Viewed or read a tutorial online
- **54%** Researched the retailer or brand’s mission
- **49%** Connected with the brand/retailer on social media

### Shifts Spurring Slower Growth

- WFH, masks, social distancing, and a recession have:
  - 60%: the increase in “best affordable” searches on Google YoY; consumers want the best for less, and beauty is no exception.
  - Search volume for value brands The Ordinary and CeraVe are up 193.9% and 127.6% respectively; efficacy at a price point is key.

### Very Into Value

- **69%** of 18-34-year-olds have tried a new product, while 34% have tried a new brand.
- **23%** of that same age group have tested a new shopping service, and 21% have added a new product to their routine.

### At Home Adventure

- **38%** of 18-34-year-olds have tried a new product, while 34% have tried a new brand.
- **26%** deprioritizing their appearance.
- **34%** responding that beauty products are a lower spending priority right now.

### Beauty Consumers Enjoy Their Research

- **83%** Strong ecommerce experiences, virtual consultations and tools, and livestreams will engage and excite while at home.

### TRY SOMETHING NEW (ONLINE)

- **53%** of consumers report trying to limit their time in-store (as of September).

### Two Priorities: Holistic Health & Inclusivity

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- **52%** Checked social media for product reviews
- **49%** Sought product suggestions on social media
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### Sources:

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