

The Beauty and Tech Check

How Consumers are Utilizing Technology in their Beauty Journey

38% of beauty consumers are more comfortable shopping online for beauty products now than they were pre-COVID. Not only that, but 35% are enjoying themselves, reporting that exploring new brands and products online is fun. COVID hugely accelerated the role of technology and digital in the lives of beauty shoppers, at every stage of the purchase journey.

Our new research shows that consumers are heavily digital when it comes to product discovery and learning, but more hesitant when it comes to using AI for experimentation. Brands should continue to invest across the digital beauty landscape, as the physical and digital worlds will continue to blend, and younger consumers are increasingly interested in the online beauty experience.

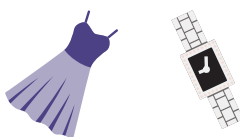
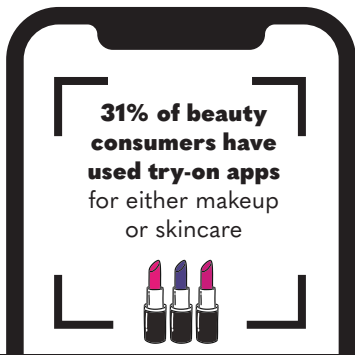


EXPERIMENT

YOUNGER SHOPPERS CRAVE CHANGE MOST

- 18-34-year-olds noted that the following advancements would encourage them to **shop for beauty online more**
- 28%** Customization options
- 25%** Ability to virtually shop a store
- 23%** Digital try-on tools
- 15%** Online booking for in-store appointment

TRYING ON WITH A SNAP



17% of consumers have used try-on apps for clothing or accessories

68% do not use try-on apps yet

DISCOVER & LEARN

GIVE ME MORE (CONTENT)

18-34-year-old women over-index for desiring online beauty content, as they seek to understand what they "need" and how to use it; what types of digital content really excites this group?



45% Beauty tips



44% Tutorials



30% Inspiration

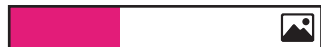
(STILL) REALLY INTO REVIEWS



50% of beauty consumers seek reviews online



33% look for ingredient information



31% prioritize product photos

PURCHASE

GRAB, DOUBLE CLICK, AND GO?

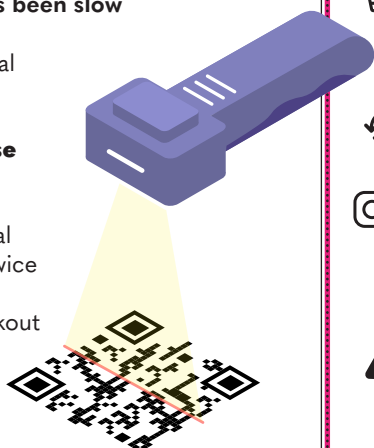
Despite the pandemic, adoption of in-store digital checkout has been slow

54% never use digital checkout in-store

20% sometimes use digital checkout

17% have used digital checkout once or twice

9% use digital checkout most of the time



PAYING UP ONLINE



54% have used a non-traditional shopping or payment option in the past year



23% used Subscribe and Save



17% purchased directly from their Instagram or Facebook feed



15% used their Apple Wallet



12% used Afterpay



11% checked out through a smart speaker