



provoke

insights

Beauty:
Fall 2021 Trends



Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple industries, including beauty.



Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22nd to September 28th, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview

Beauty Habits & COVID-19

Makeup-wearing has significantly decreased since the beginning of the pandemic, with almost half of women mentioning they wear less makeup now. Currently about half of Americans purchase beauty products; this is only a slight increase from the beginning of 2021. As masks, remote work, and virtual classes have remained fixtures of pandemic life, these beauty buying trends are here to stay.



The Beauty Purchaser

Unsurprisingly, the beauty purchaser is majority female. These women tend to be parents, Millennials, Democrats, and optimistic about the future.

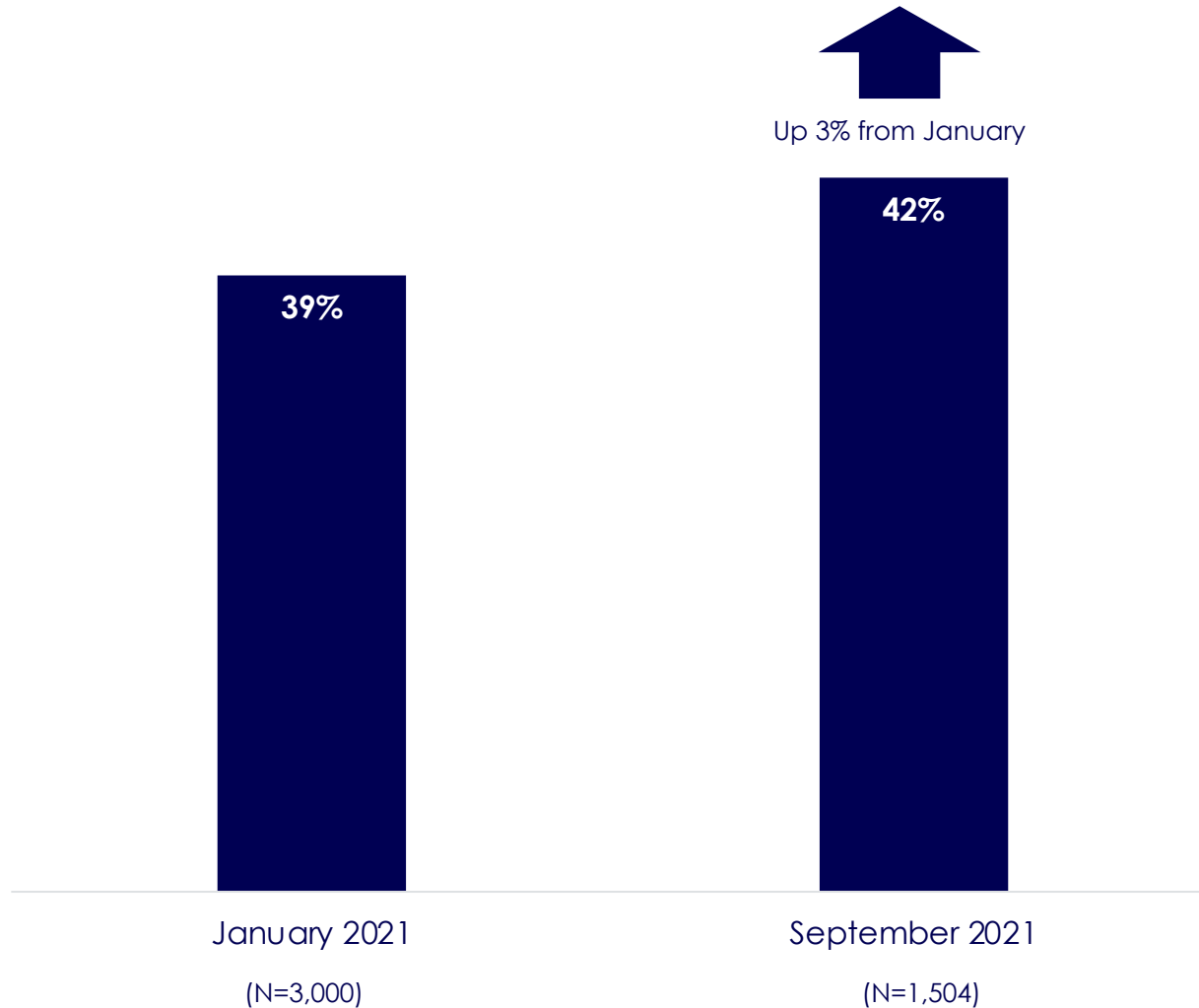


Beauty Buyer Shopping Trends

Those who purchase beauty products tend to enjoy the experience of shopping. They are also tried and true to their favorite brands, as they tend to not be swayed by trends. When it comes to in-store shopping, this cohort is most impressed by the cleanliness of stores. However, they observe that stores have less products available – a sentiment agreed upon by consumers across the board.

Beauty Supplies Purchasing 🧴💄

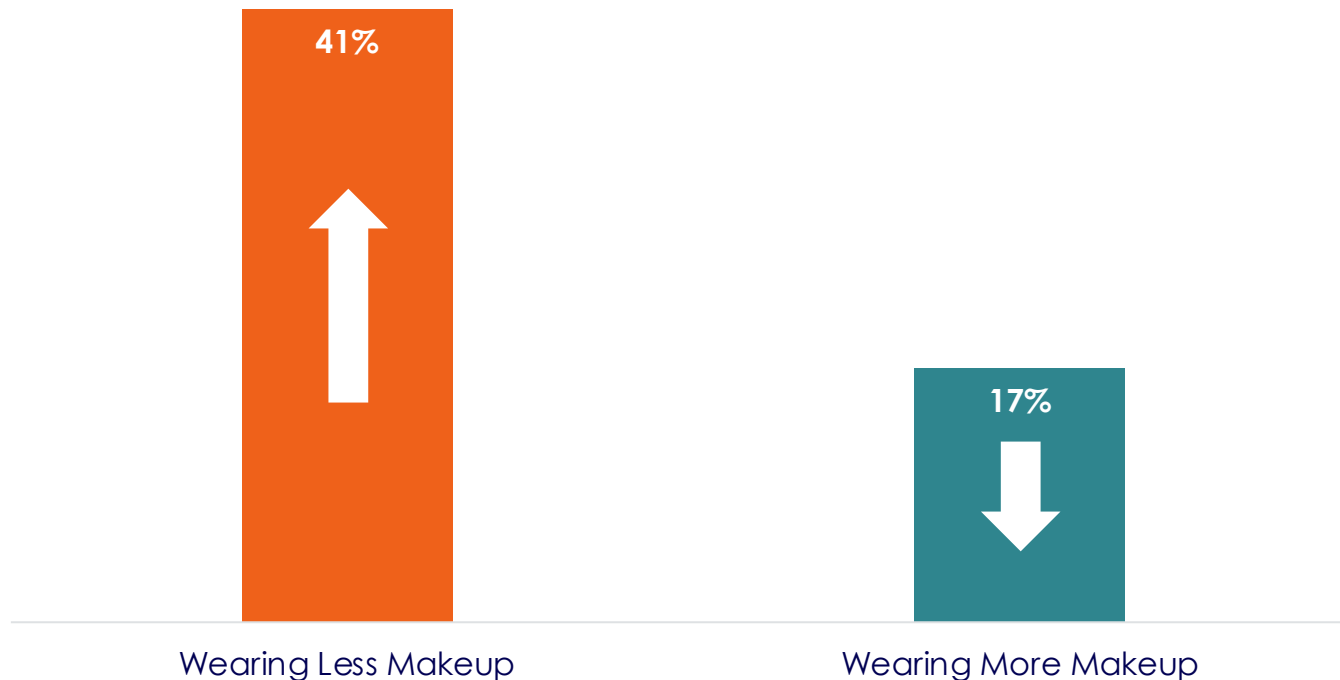
Just under half of all Americans are purchasing beauty supplies. As more people are starting to venture into public spaces, beauty purchases have increased slightly.



Makeup-Wearing Habits

Even as more people return to restaurants and work, most women are still wearing less makeup than they did before the pandemic.

Top 2/Bottom 2 on a 7-Point Scale



Who's Buying Beauty Supplies?

Almost half of Americans have purchased beauty supplies within the past month. These individuals are likely to be young, female parents.



42%

of Americans
purchased
beauty supplies
in the past month



People with these characteristics are significantly more likely to purchase beauty supplies:



Female **57%**



Children living in the household **49%**



Millennials **49%**



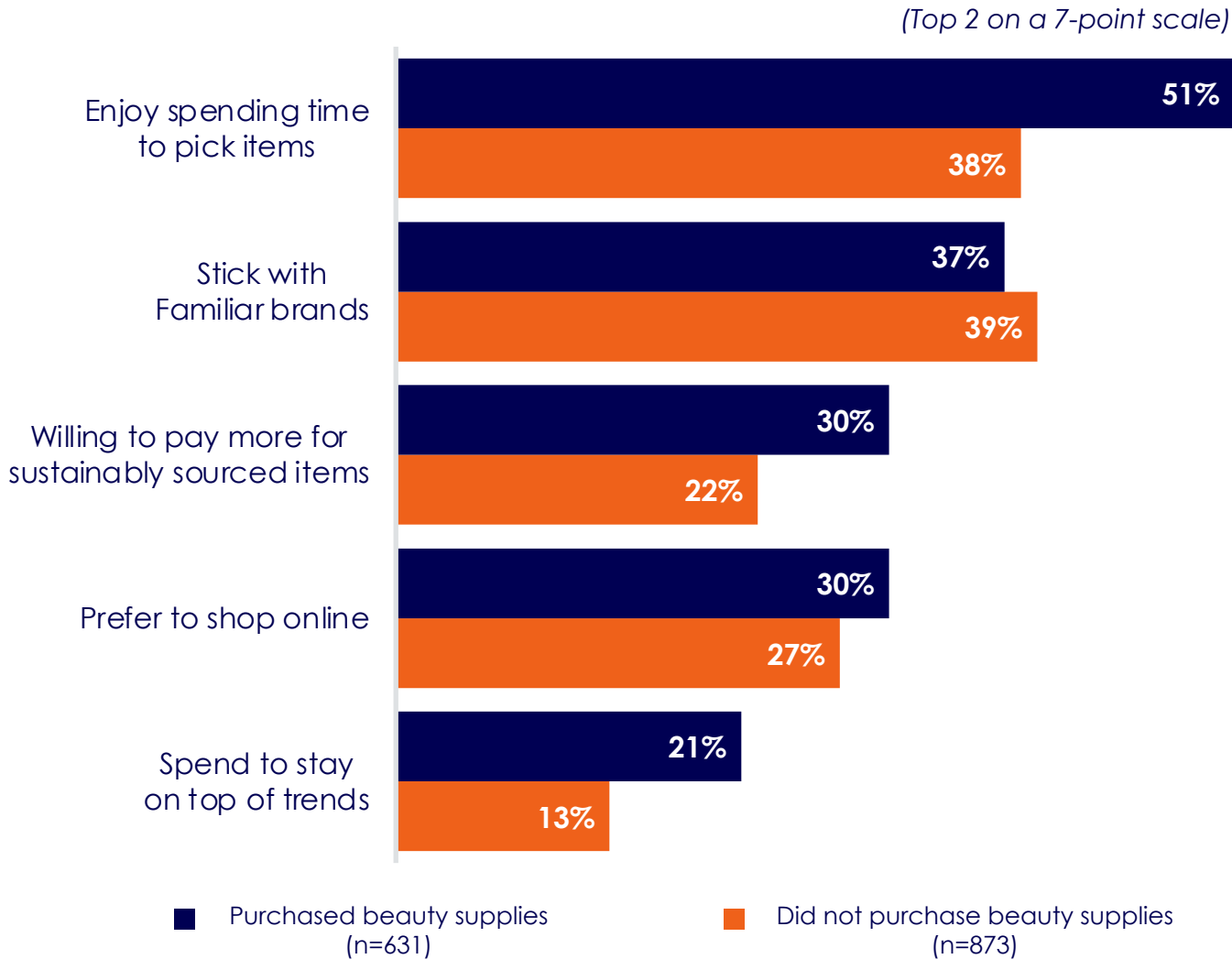
Democrat **46%**



Optimistic **44%**

Beauty Shopping Attributes

Beauty purchasers treat shopping as an experience. They are more likely to enjoy spending time perusing products. They are unlikely to follow fads or trends, as they are tried and true to their favorite brands.



In-Store Shopping: Has it Improved?

Beauty purchasers believe that stores are cleaner than they were before the pandemic. They agree with the general consumer that there are significantly less products available in stores than there were pre-pandemic.

Compared to Pre-Pandemic:



(Top 2/Bottom 2 on a 5-Point Scale)

■ Purchased beauty supplies
(n=631)

■ Did not purchase beauty supplies
(n=873)

Respondent Overview

Gender



52%
Female



48%
Male

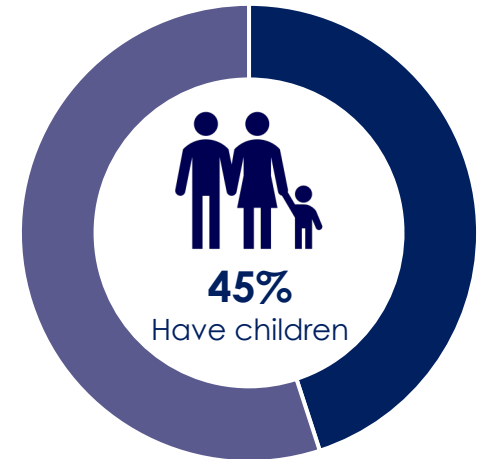
Generation

42 years old
Average Age

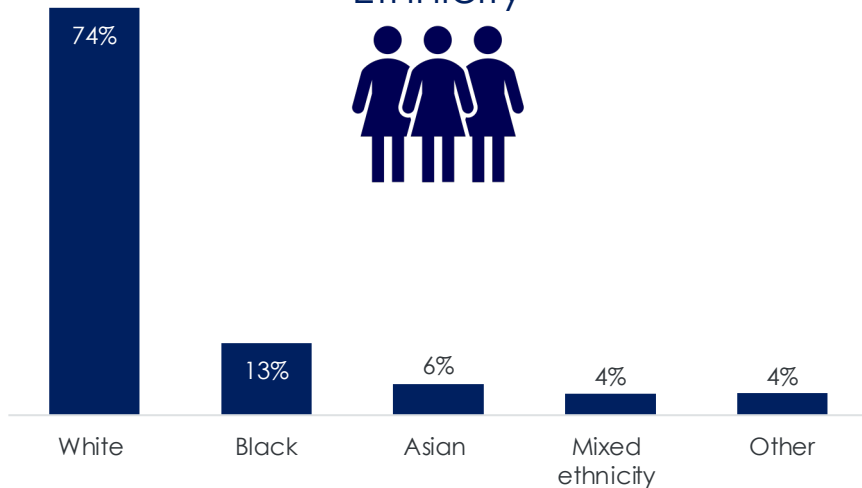


M 43% Millennials	X 33% Gen X
B 18% Baby Boomers	Z 6% Gen Z

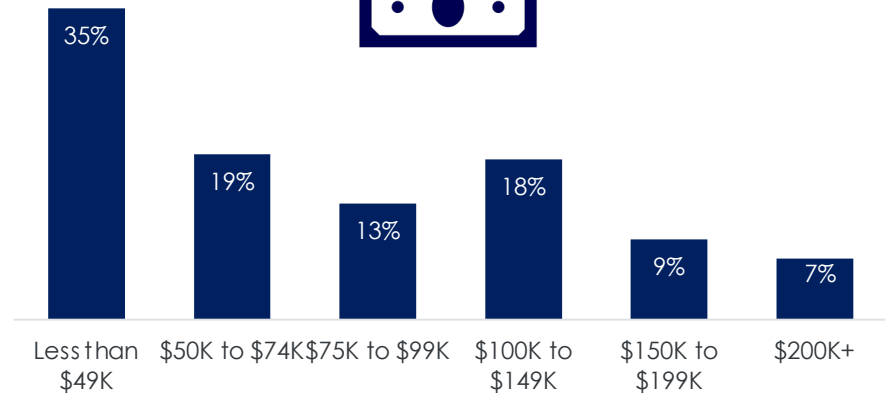
Parental Status



Ethnicity



Household Income



Respondent Overview (Continued)

Vaccinated



68%

Vaccinated



30%

Unvaccinated

2% Prefer not to say

Region



44% South



22% Midwest

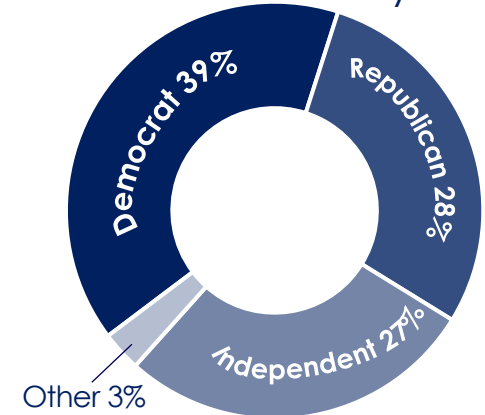


17% Northeast



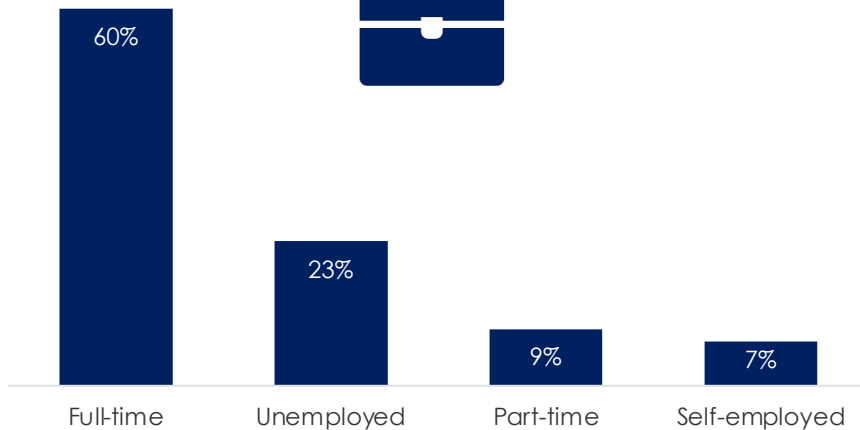
17% West

Political Party

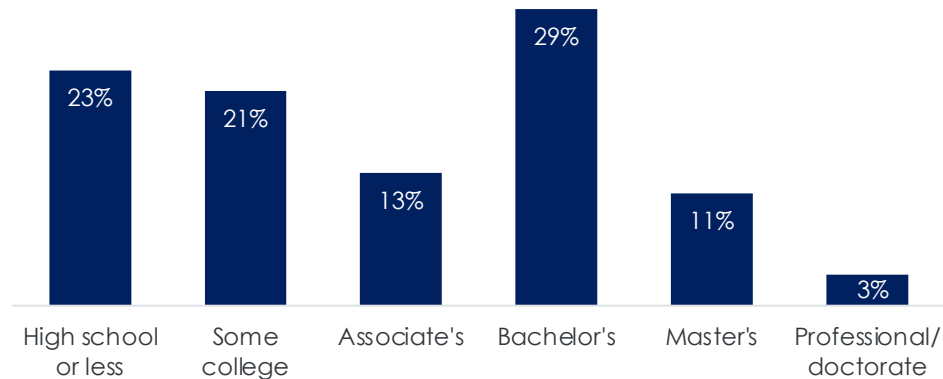


3% Prefer not to say

Employment Status



Highest Level of Education



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding**, **advertising**, and **content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to breeda@provokeinsights.com.