

A woman in a white top is applying makeup to her face in a vanity mirror. Another woman in a light blue top is watching her. The vanity is lit with several round lights. The scene is set in a well-lit room, likely a dressing room or a beauty studio. The background shows a window with blinds and a lamp.

provoke

insights

Beauty:
Consumer Trends
Fall 2023 | Winter 2024

Background & Objectives

Overview

Provoke Insights, a leader in research for branding, advertising, media, and content marketing initiatives, conducts a bi-annual consumer trends study to keep a pulse on the market across multiple industries.

The extensive study allows Provoke Insights to stay ahead of the trends and understand consumer mindset in the current moment.

Provoke Insights Fall 2023 | Winter 2024 Wave

Since 2020, several trends have impacted consumer behaviors, from COVID to inflation. As a result, it's important to track consumers brand loyalty as well as their preferences for shopping online vs. in-store. As consumers are becoming more budget conscious, it is essential to understand what products they are purchasing.

Provoke Insights developed 17 industry specific decks; this deck focuses on the beauty industry.



Methodology

Provoke Insights conducted a 15-minute survey among 1,502 Americans between the ages of 21 and 65. The study was in-field in the Fall of 2023.

A random stratified sample was used to ensure a high degree of sample 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 $\pm 2.5\%$ at a 95% confidence level.

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

Overview



An Overview of Today's Beauty Market

Americans are in budget mode due to inflation and economic uncertainty. As a result, it is not surprising that beauty purchases have decreased slightly in the last six months.

Though price is top of mind in this economy, beauty customers are willing to pay up to 10% more for sustainably sourced items.



The Beauty Consumer

Millennial parents in urban areas are significantly more likely to purchase beauty products.

Unlike other industries where shopping has moved primarily online, beauty purchases remain in person. These customers more often enjoy browsing through store aisles.



Loyalty & Beauty Brands

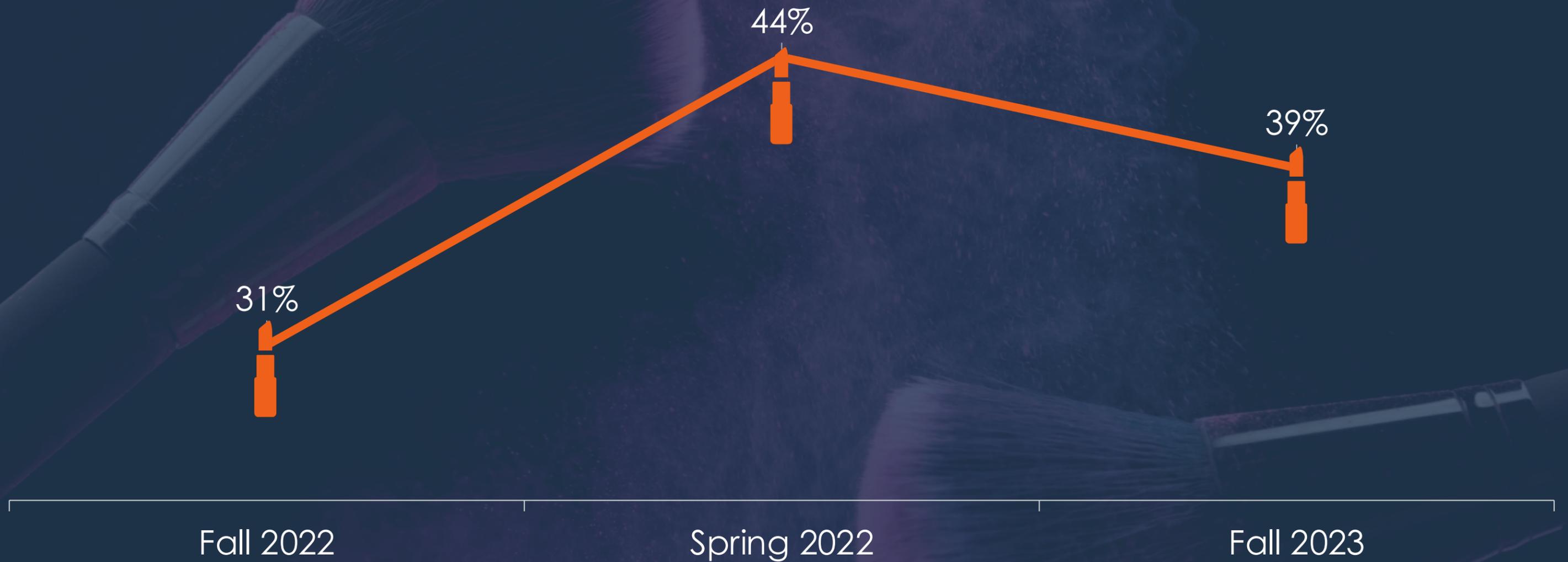
Shoppers are slightly less loyal when purchasing beauty brands when compared to other industries. In particular, wealthier individuals are more willing to want to try new beauty labels.

The Beauty Industry



Seasonal Beauty Purchases

Beauty supply sales have slightly decreased in the last six months.





39%

of Americans have
purchased beauty supplies
in the last month

Groups Significantly More Likely to Purchase Beauty Products

F Female (54%)

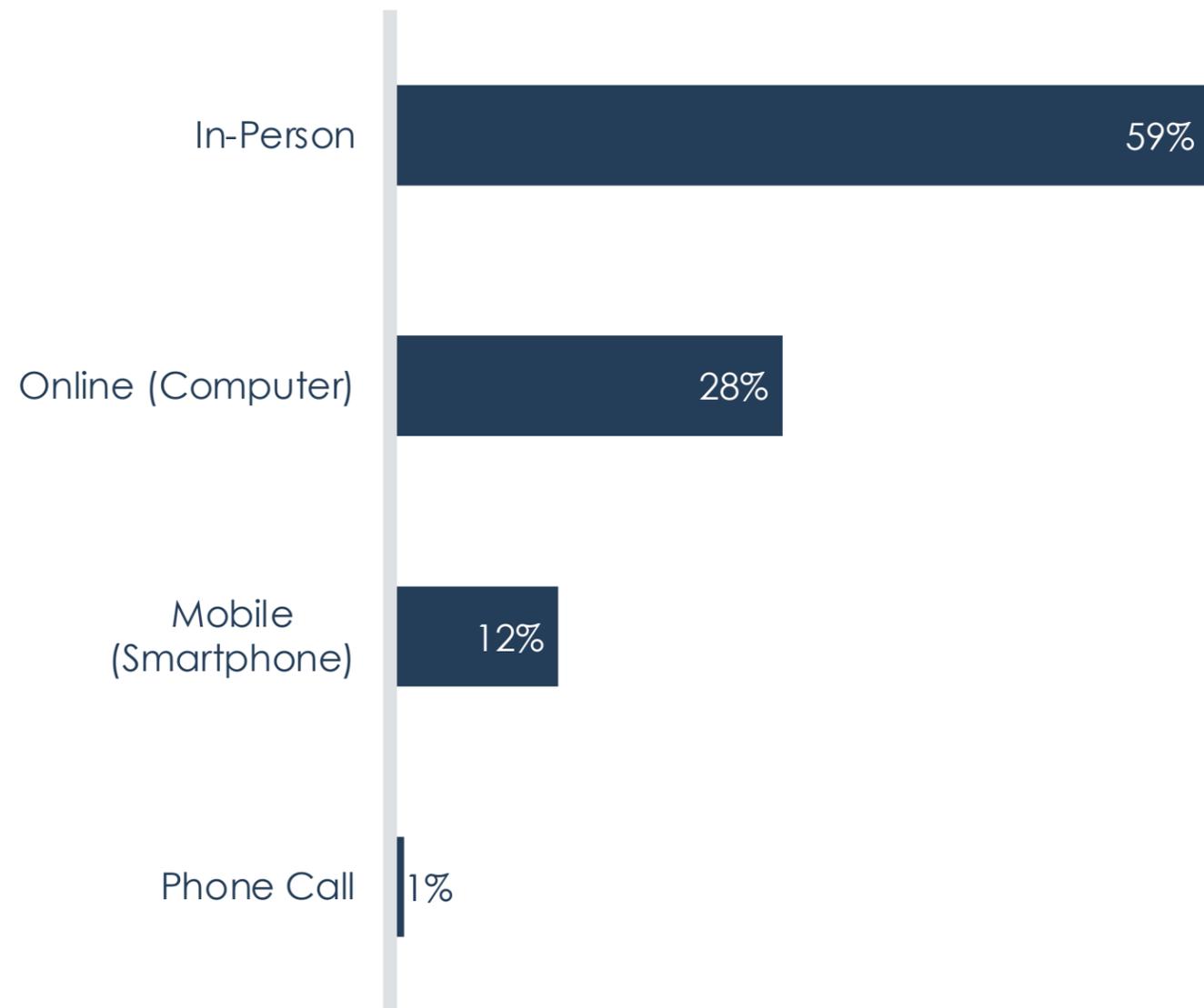
 Parents (49%)

M Millennial (45%)

 Urban (44%)

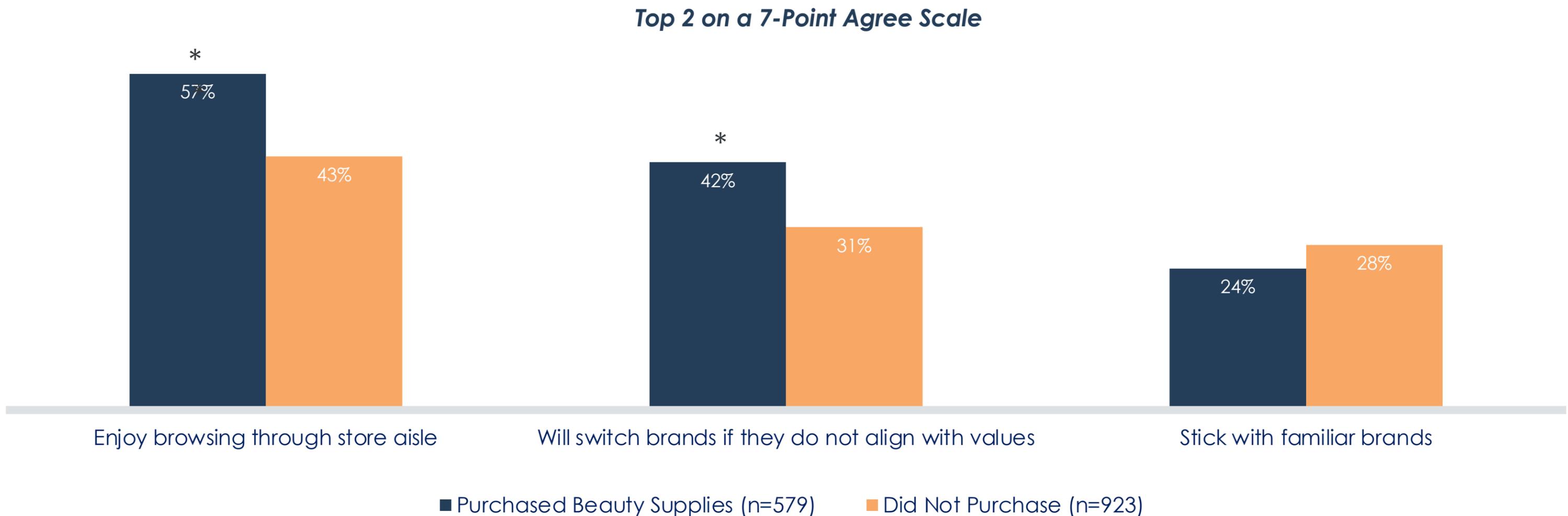
Consumers Primarily Purchase Beauty Supplies In-Store

Over a quarter of consumers purchase their beauty products through online channels.



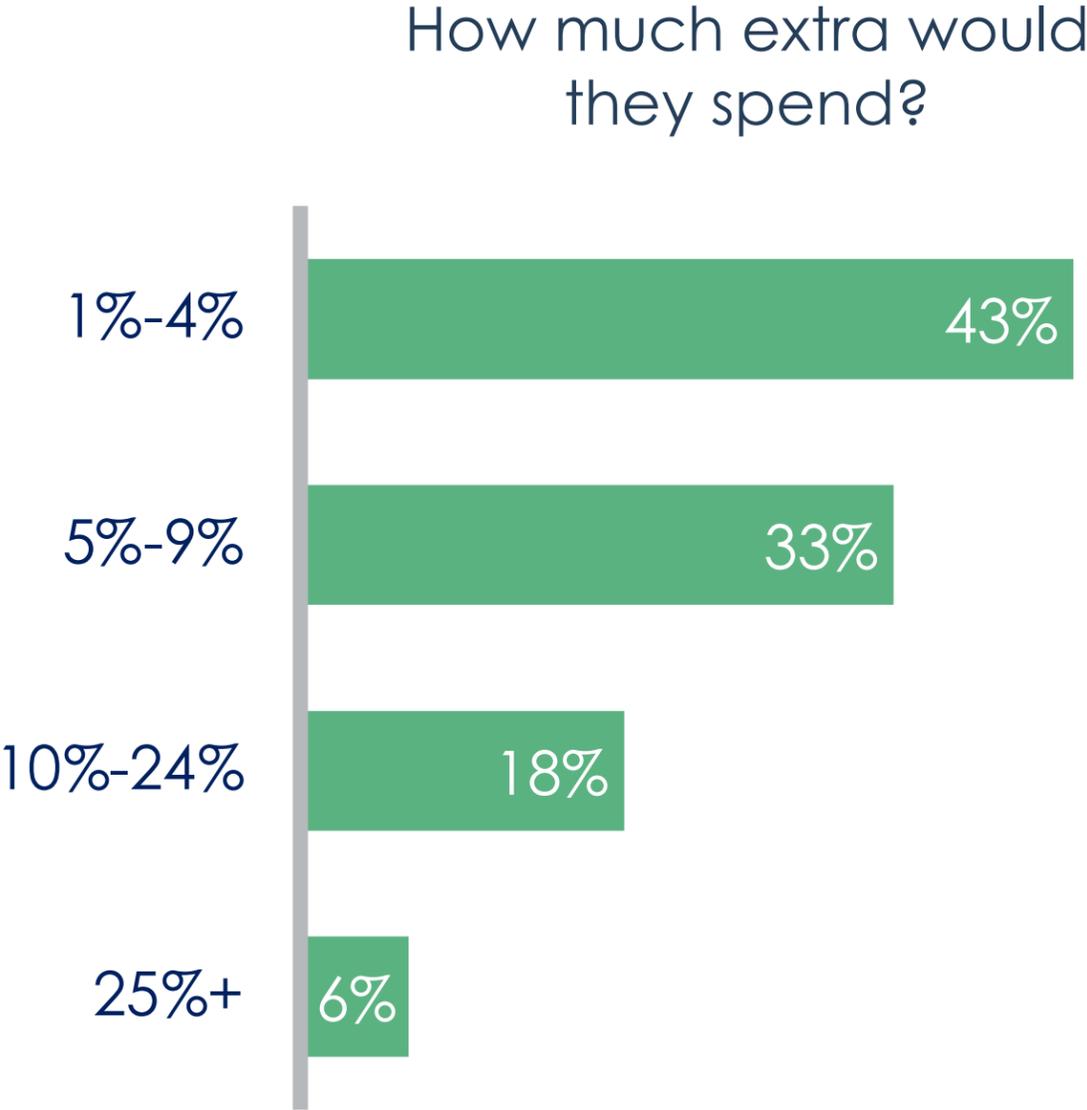
Shopping Habits

Beauty shoppers enjoy browsing through aisle, and more often switch brands if they do not align with their values.



Sustainability

Beauty shoppers are willing to pay extra for sustainable items. Among them, three-quarters would spend up to 9% more for these sustainable goods.



Base: Buy beauty supplies in last month and will pay more for sustainable item (n=461)

Brand Loyalty

Less than half of consumers are loyal to their beauty brands; wealthier individuals are more willing to try new labels .

Top 2 on a 5-Point Loyalty Scale

40% of

beauty purchasers are loyal to the last brand they purchased from

Group Significantly More Likely to be Loyal to Beauty Brands

\$ HHI Under \$100K (51%)

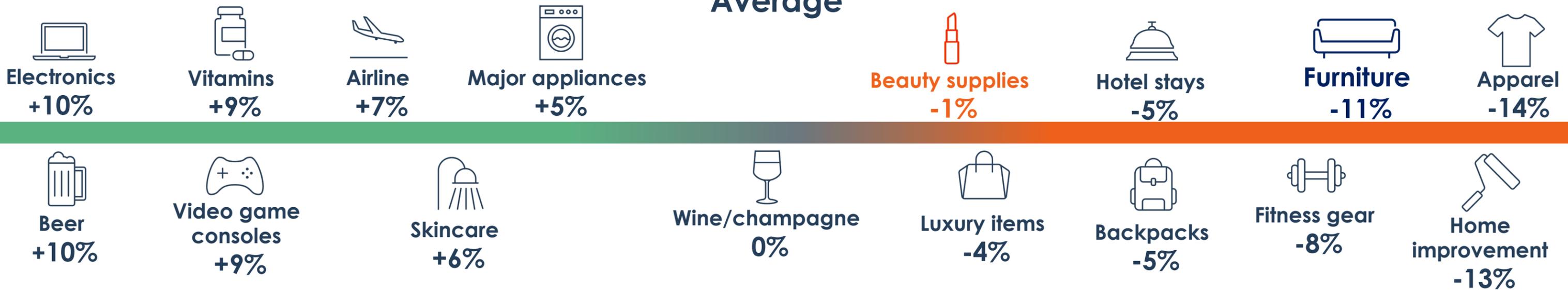
Brand Loyalty Index

Consumers are less loyal to beauty brands than other industry categories.

Most Loyal

Least Loyal

Average



*Seventeen industries were assessed to determine how loyal consumers are to specific industry brands. Index created by percent who stated they mostly purchase this brand or only purchase this brand.



Most Influential Media Channels

Out of the 14 media channels analyzed, Facebook ads evoked the most negative feelings due to their intrusiveness. TikTok stands out as the best platform for consumers to discover brands, while YouTube is where ads are the most memorable.



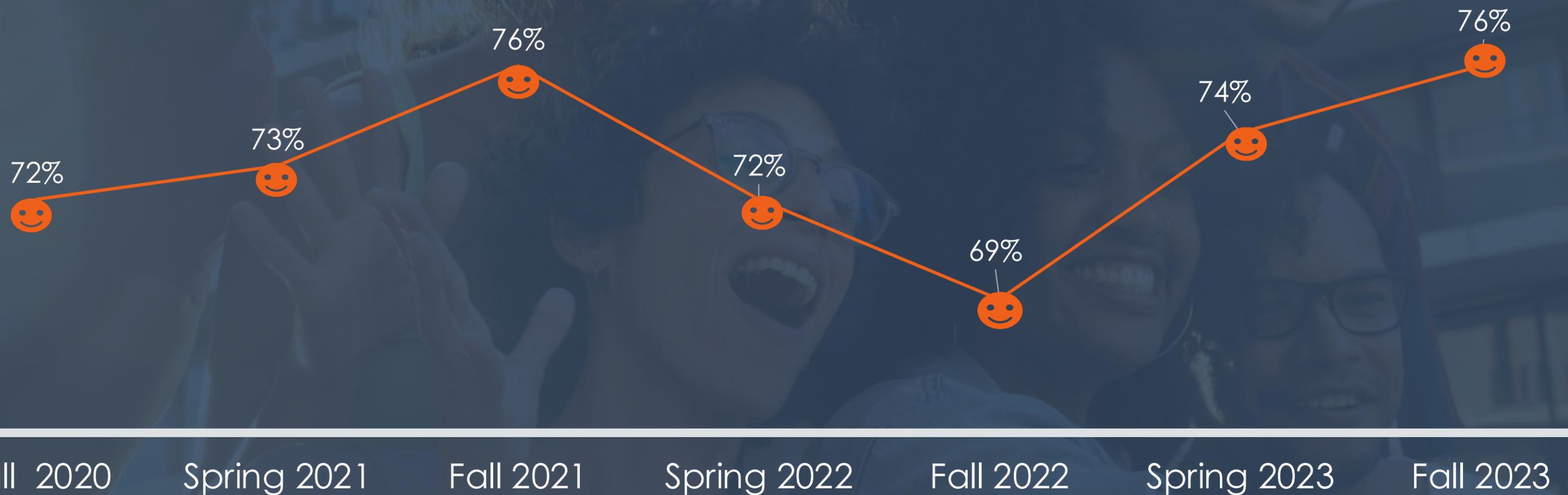


How is the Economy Impacting Consumers?

Consumer Optimism

Optimism levels are at the highest levels since Fall 2020.

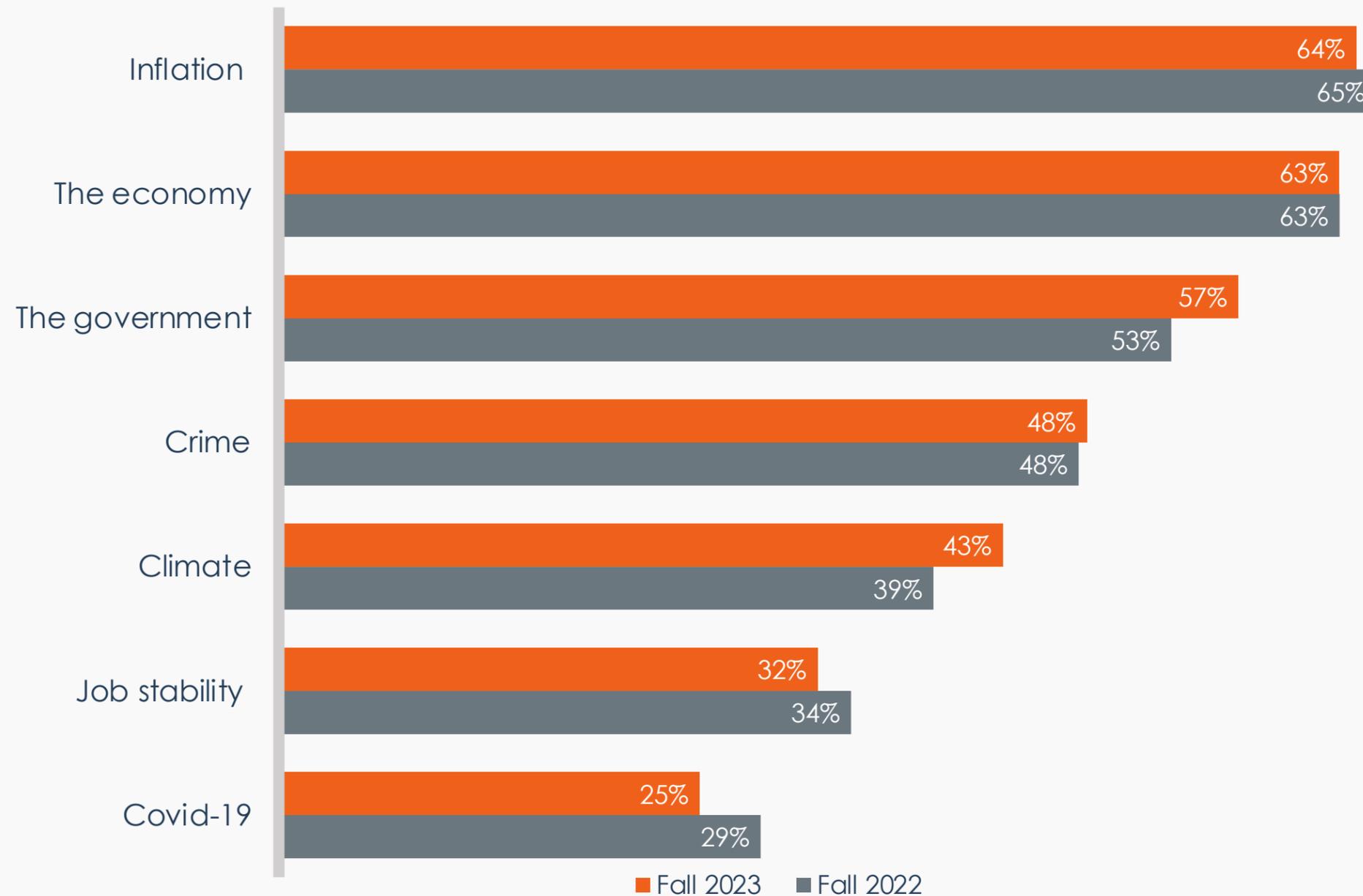
Optimism
Top 2 box on a 4-point scale



Top Concerns Impacting Consumers

Inflation and the economy are still the leading issues impacting Americans. Climate concerns and concerns about the government have increased in the past year.

Concern
(Top 2 box on a 5-point scale)





64%

of Americans are concerned inflation will impact them personally

Groups Significantly More Likely to be Concerned with Inflation

-  Going Further into debt (76%)
-  Republican (70%)
-  Budget conscious (70%)
-  HHI Under \$75K (70%)
-  Rural (69%)



63%

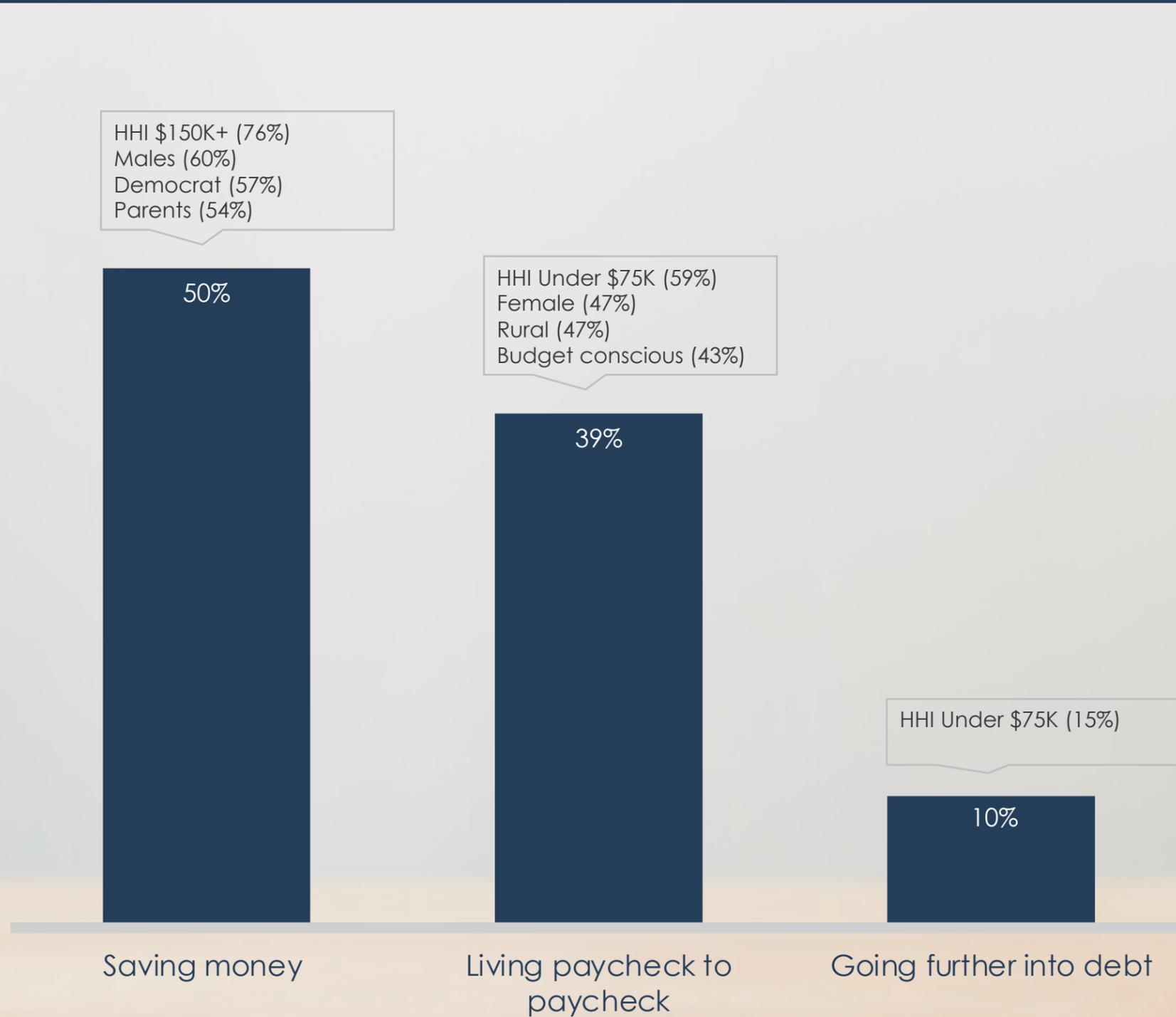
of Americans are concerned the economy will impact them personally

Groups Significantly More Likely to be Concerned with The Economy

-  Going Further into debt (73%)
-  Republican (71%)
-  HHI Under \$75K (69%)
-  Budget conscious (68%)
-  Rural (68%)
-  Female (68%)
-  Millennials (67%)

Saving Money is Difficult in this Economy

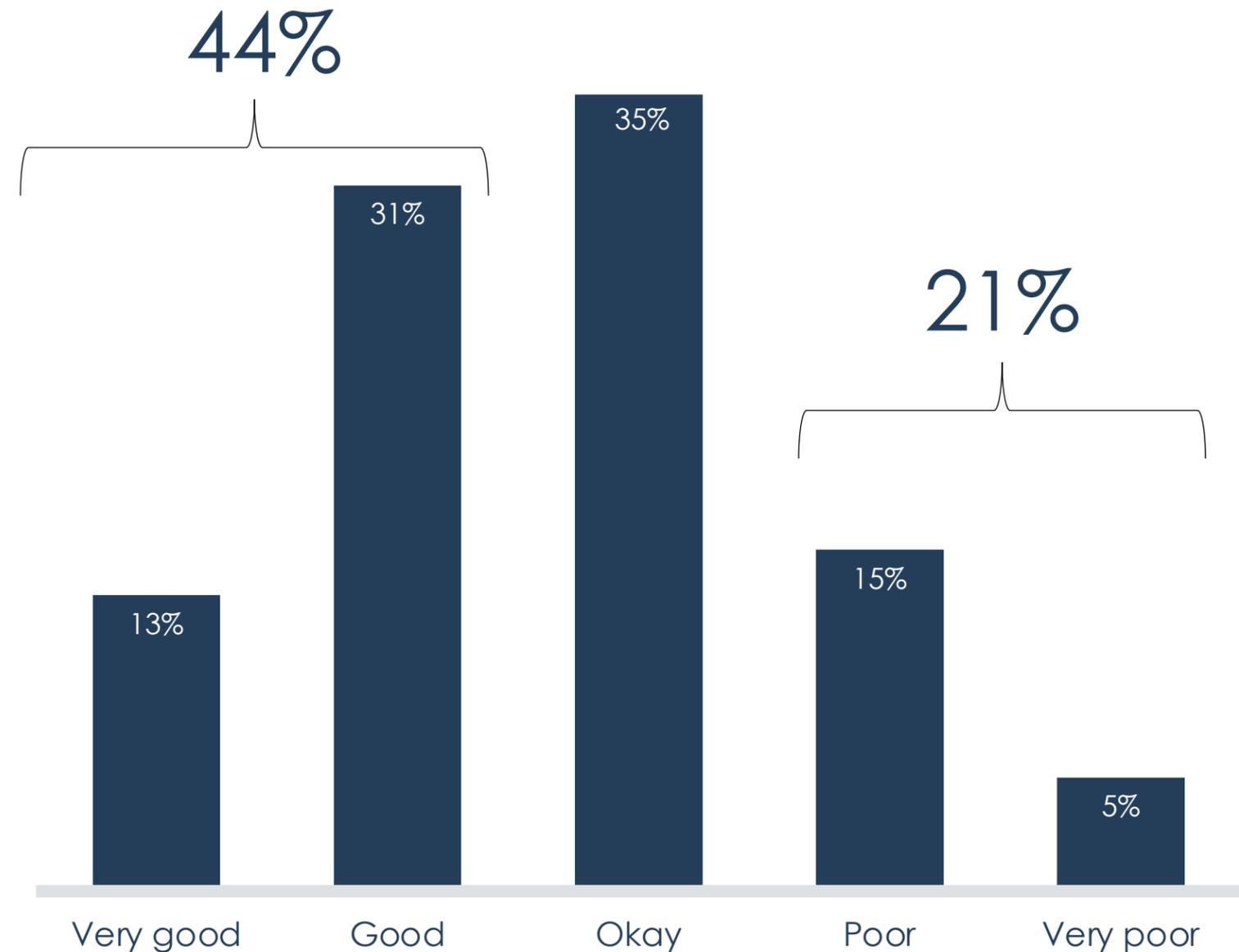
Only half of Americans are actively saving money. A tenth are going further into debt.



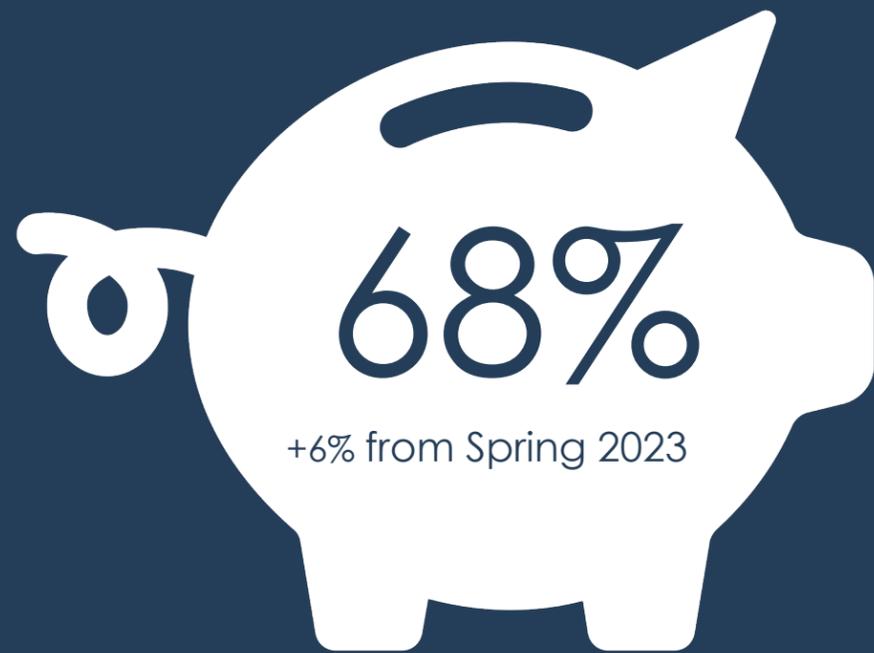


Most Consumers are Doing “Okay” Financially

Less than half see themselves in a financially good situation.



As Inflation and the Economy are a Top Concern, Consumers are Becoming More Budget Conscious



**More Budget
Conscious**

Who is Significantly More Likely to Be Budget Conscious



78% LGBTQIA+



76% Going Into Debt



74% Living Paycheck to Paycheck

Consumers Are in Budget Mode When It Comes to Spending

Spending Less To Save More

"I refuse to pay more than I must. This means I drive less, eat less, and am less likely to go to recreational activities."

"The only thing I consistently spend money on are bills, I put everything else towards my savings."

"I only spend a certain amount of my check each month and save the rest."

"I have been spending less because I want to increase my retirement savings."

Inflation Concerns

"I used to shop freely whenever I wanted too. Now I have to plan where I can go. Even then I have to watch prices. Sad world!"

"Even though my spending habits have stayed the same, I am still not happy about prices increasing time and time again."

"Inflation is on the rise again so therefore I'm spending much more than I was before on gas and groceries."

Avoiding Frivolous Spending

"My spending habits have become stricter. I've had to cut back on nonessential purchases like streaming subscriptions, Starbucks trips, etc."

"I use coupons and try to watch for sales and deals so I'm not buying full price."

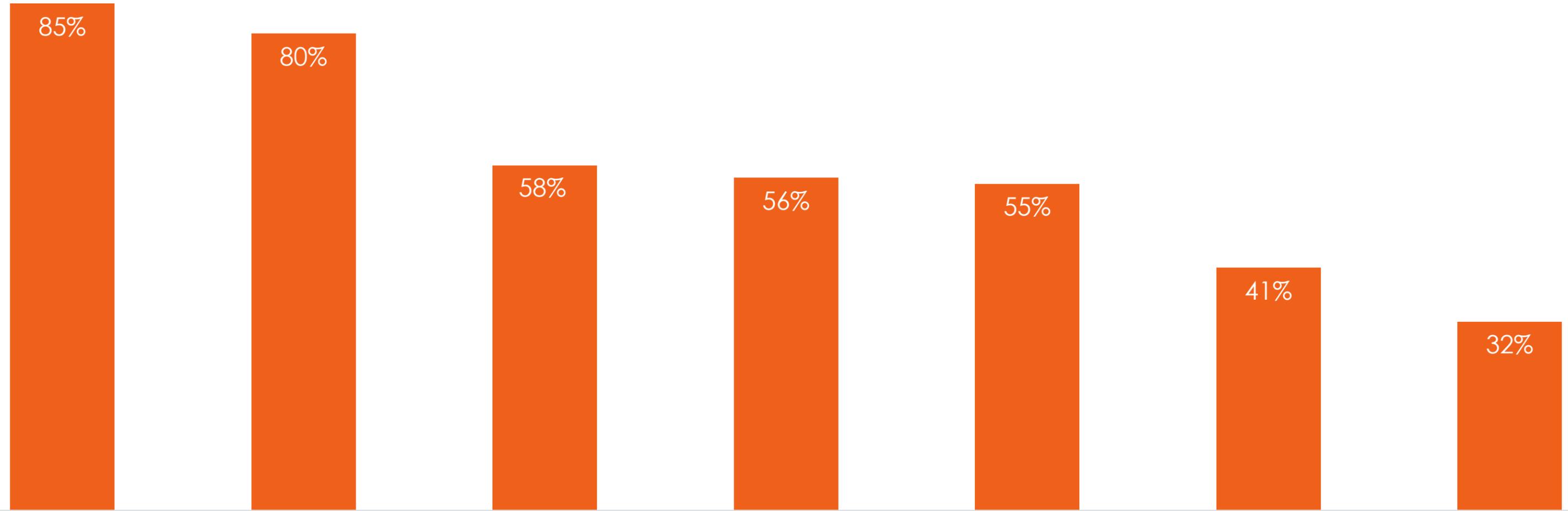
"I am shopping more wisely now, always looking for deals, discounts and price cuts."

"I am only buying essentials and generic brands to make ends meet."

Price Increases



Americans see the impact of inflation, especially at food establishments such as supermarkets and restaurants.



Supermarkets

Restaurants

Superstores/Big box stores

Department Stores

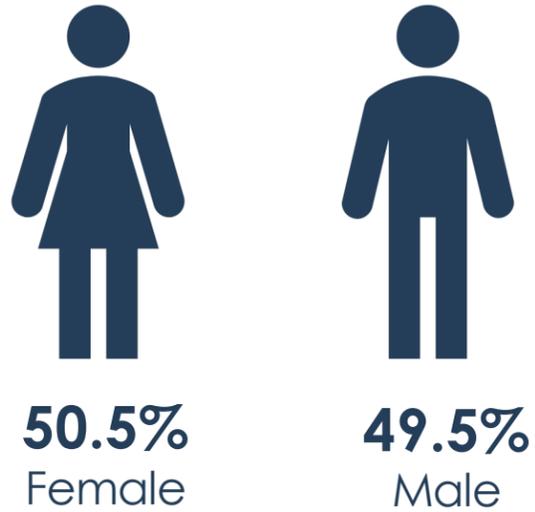
Drug stores

eCommerce only sites (e.g. Amazon)

Furniture Stores

Respondent Profile

Gender



*<1% other identity

Generation

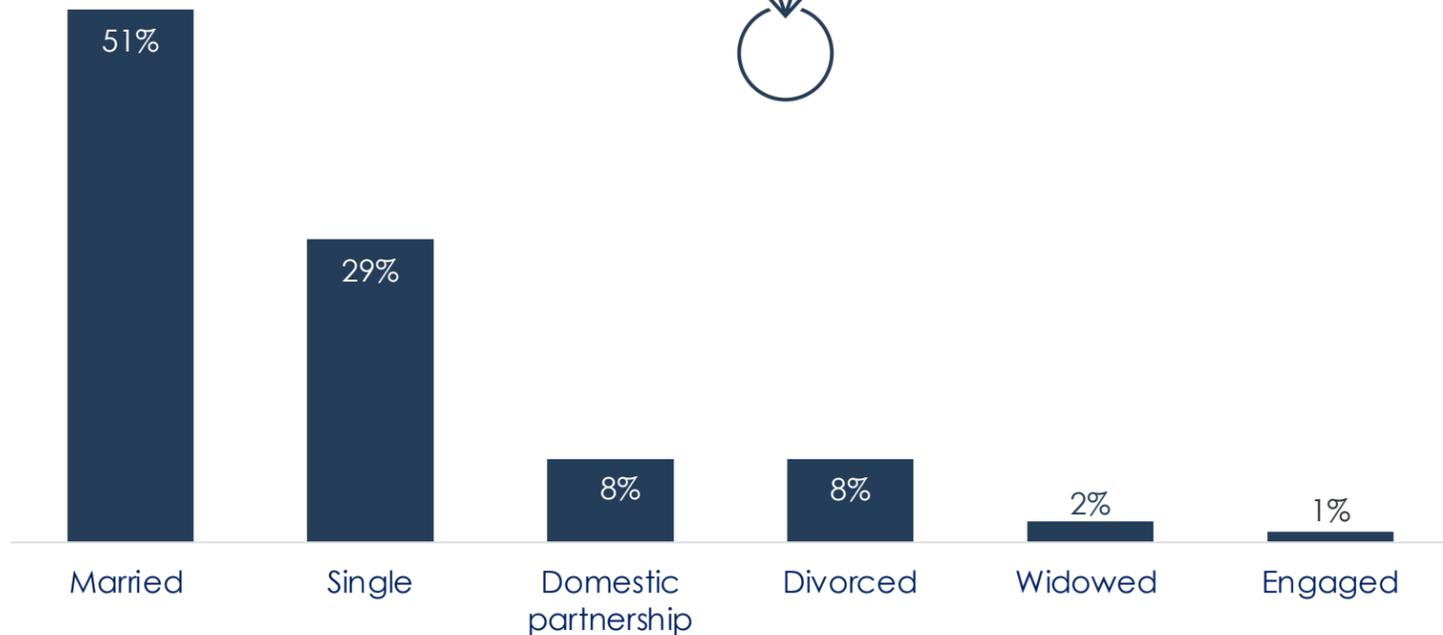


Parental Status

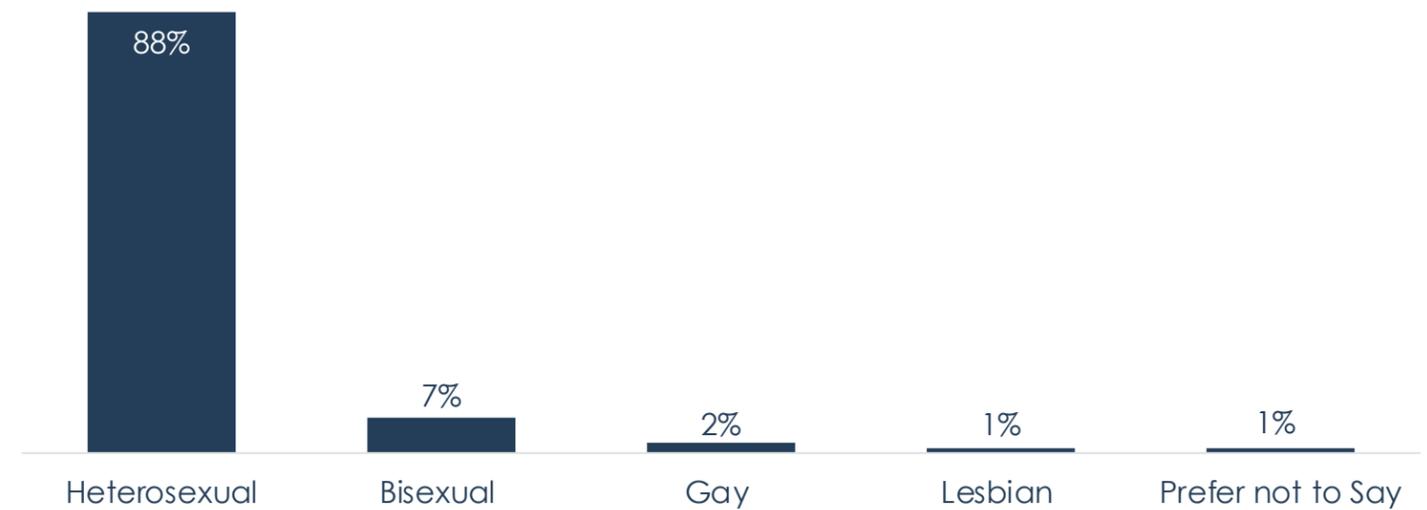


40%
Have children

Marriage Status

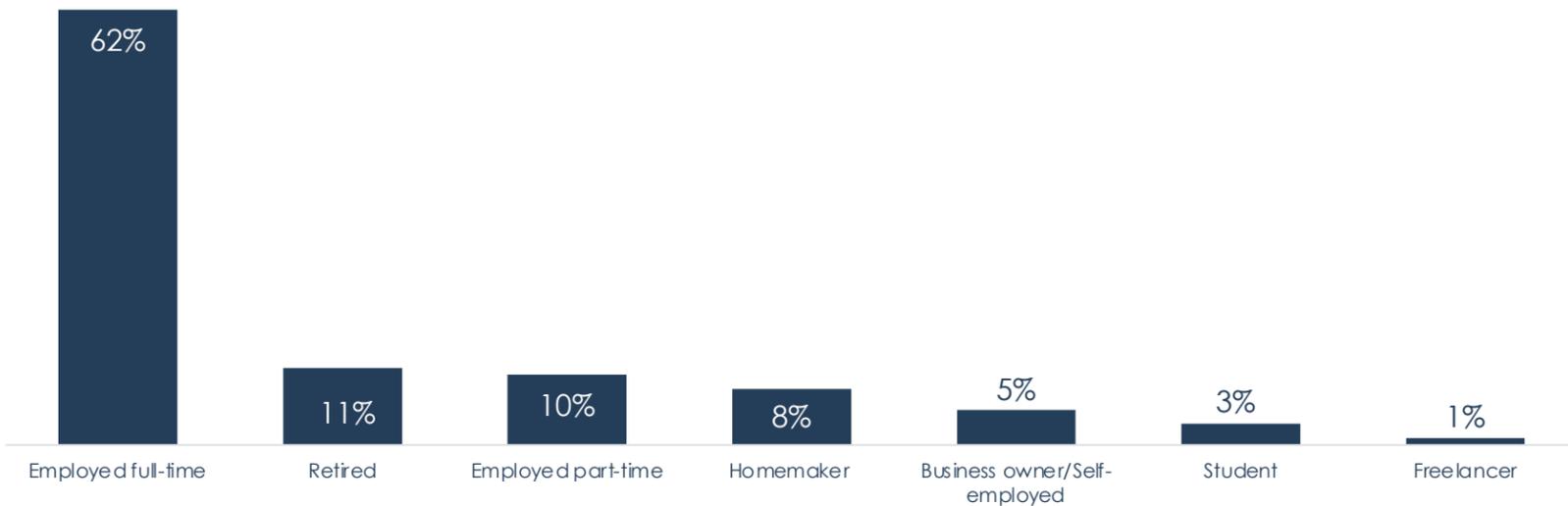


Sexual Orientation

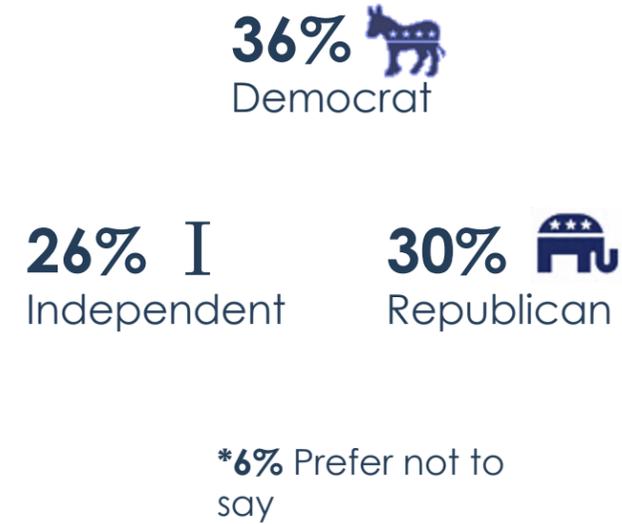


Respondent Profile

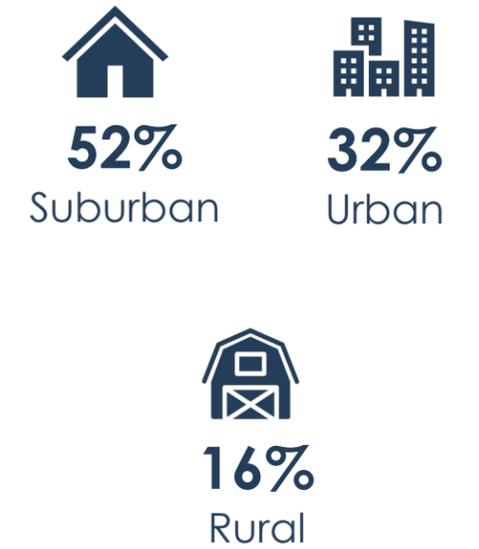
Employment Status



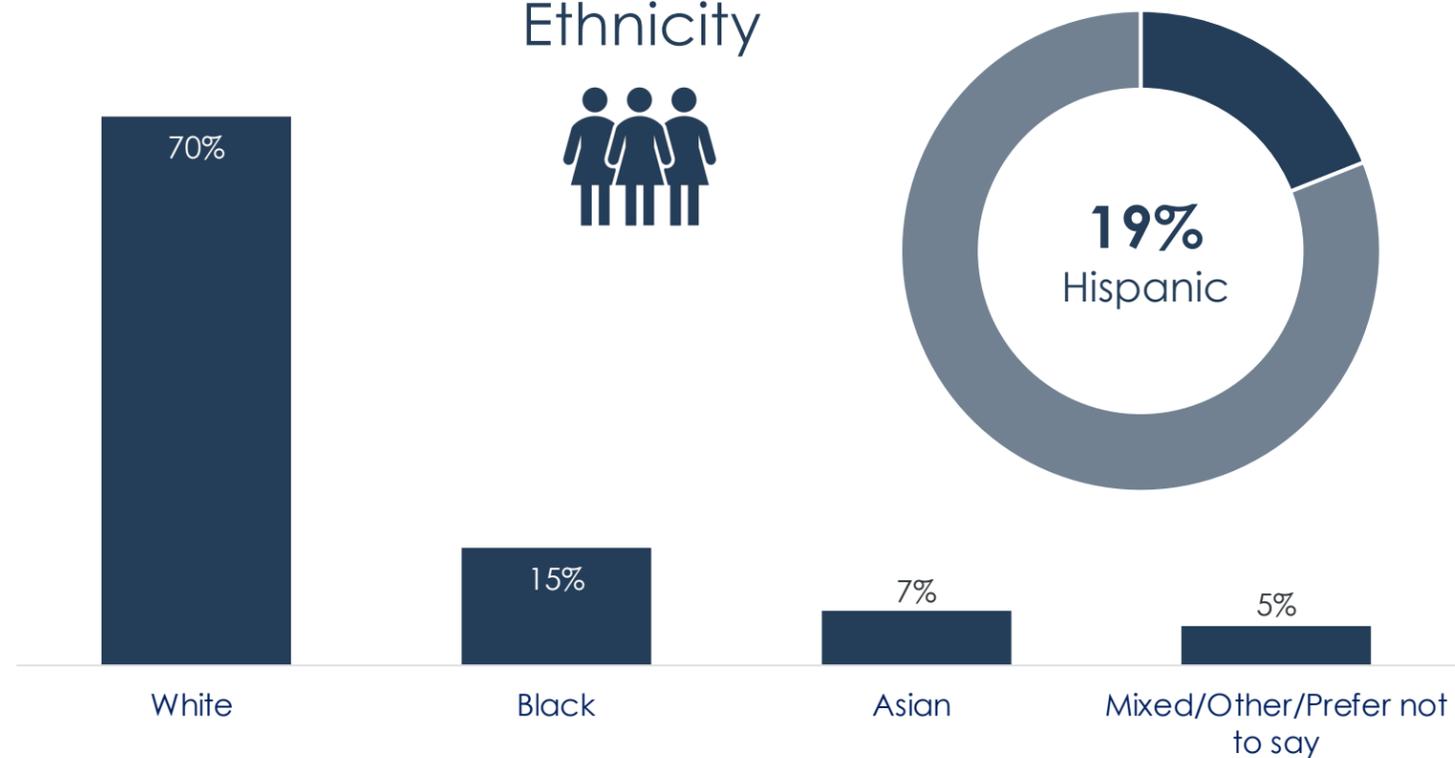
Political Party



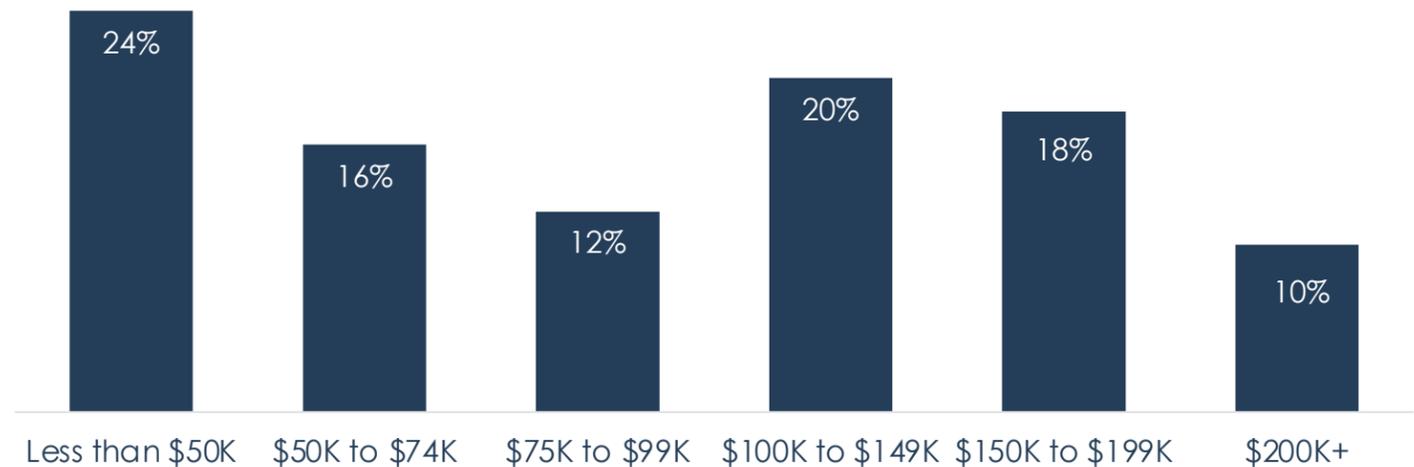
Area



Ethnicity



Household Income



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights' innovative approach empowers brands to navigate today's marketing verticals. As a builder of brands, the firm focuses on research for consumer needs, market opportunities, and branding.

Provoke Insights conducts traditional market research projects and develops agile, innovative initiatives to meet the quick and varied needs of today's ever-changing market.

Provoke Insights stands out from other full-service market research firms as we solely specialize in branding and advertising initiatives. Our staff consists of researchers that are also seasoned brand & media strategists.

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

