The beauty industry
From the perspective of beauty buyers in the U.S. and UK

Buying preferences and attitudes

Skinscare products are the most common beauty purchase.

- Skincare products
- Hair styling products
- Personal grooming
- Make-up/cosmetics
- Hair coloring products
- Exfoliating products
- Nail polish/products
- Other beauty products

They take an active interest in their health.

- Healthy food
- Vitamins & supplements
- Personal care
- Cosmetics
- Skincare products
- Personal grooming
- Hair styling products
- Make-up/cosmetics
- Hair coloring products
- Exfoliating products
- Nail polish/products
- Other beauty products

Brand and status are important to them.

- Brand status
- Quality
- Affordability
- Acne
- Allergic reactions
- Sensitive skin
- Oily skin
- Dehydrated skin
- Fine lines
- Young skin
- Rosacea
- Aging

Highest over-indexes

- SPF
- Vitamins
- Vegan
- Organic
- Vegan/organic
- Cruelty-free
- Gluten-free
- Nut-free
- Sulfate-free
- Paraben-free
- Silicone-free
- Synthetic
- Cruelty-free
- Vegan
- Organic
- Gluten-free
- Nut-free
- Sulfate-free
- Paraben-free
- Synthetic
- Cruelty-free
- Vegan
- Organic
- Gluten-free
- Nut-free
- Sulfate-free
- Paraben-free
- Synthetic

What they expect from beauty brands

- Quality
- Affordability
- Personalization
- Authenticity
- Transparency
- Sustainability
- Recyclability
- Vegan
- Organic
- Natural
- Cruelty-free
- Gluten-free
- Nut-free
- Sulfate-free
- Paraben-free
- Synthetic

They want greater overlap between the beauty and the wellness industry.

- Wellness
- Skincare
- Personal care
- Cosmetics
- Hair styling products
- Make-up/cosmetics
- Hair coloring products
- Exfoliating products
- Nail polish/products
- Other beauty products

What they hope for the future of the beauty industry

- More diversity
- More inclusivity
- More representation
- More innovation
- More personalization
- More transparency
- More sustainability
- More customizability
- More accessibility
- More affordability
- More effectiveness
- More convenience
- More variety

Enthusiasts toward beauty tech tools and is highest in the U.S.

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- Personal grooming
- Skincare
- Make-up/cosmetics
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Highest over-indexes

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Population distribution

- MALE BEAUTY BUYERS
- FEMALES BEAUTY BUYERS

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Unless otherwise stated, all figures are taken from GlobalWebIndex’s December 2019 custom survey of 2,436 U.S. and 2,362 UK internet users aged 16-64; and our Q3 2019 wave of research among 24,813 U.S. and 10,115 UK internet users aged 16-64.