



Voice of the Consumer: Beauty Survey 2024 Key Highlights

November 2024

Why read this report?

Key findings

INTRODUCTION

Understanding today's beauty consumer: Focus on wellness and digital influence

HOW CONSUMERS VIEW BEAUTY ROUTINES IN 2024

Beauty routine importance for life satisfaction and overall wellbeing

Consumers balancing at-home convenience with salon expertise

Home beauty routines win on affordability, salon treatments win for results

Generational choices shape beauty routines for hair care and skin care procedures

HOLISTIC BEAUTY AND ETHICAL CHOICES

Beauty consumer type: Holistic Beauty Enthusiasts

Holistic Beauty Consumers show a strong preference for premium options

Ingredient-led beauty: All-natural products and transparency as core values

Younger generations lead in eco-friendly product choices

EMBRACING INCLUSIVITY IN BEAUTY

Beauty consumer type: Inclusive beauty champion

In-store channels appeal to Inclusive Beauty Champions

Purchasing decisions in the inclusive beauty market are driven by trust

Universal importance of skin tone

BEAUTY SHOPPING IN 2024

Gen Z is influenced by digital media, while Millennials rely on medical professionals

Shopping for colour cosmetics products in 2024

Shopping for skin care products in 2024

Shopping for hair care products in 2024

Shopping for fragrances products in 2024

ABOUT OUR RESEARCH

Why is Euromonitor's consumer insights data unique?

Overview of Voice of the Consumer: Beauty Survey

Voice of the Consumer: Beauty consumer types 2024

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