

MILLENNIAL SHOPPER

IN MINUTES



EGC Group Infographic Series



Millennials are investing more in beauty products and following brands on social. And the days of focusing marketing on women are over. Perceptions are shifting and more Millennial men are becoming beauty product consumers.

The Beauty in Shopping



A Look At The Millennial Shopper Through The Beauty Industry.

42% of Millennial women surveyed follow beauty brands on social media. (Lab42)

Nearly half of Millennial women who follow beauty brands on social receive a discount for following the brand. (Lab42)

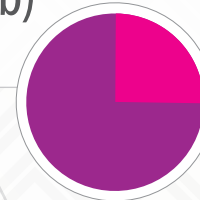


50%

Millennial beauty shoppers watch a beauty video on YouTube while they are shopping for products. (Google/Complete Behavioral Study)

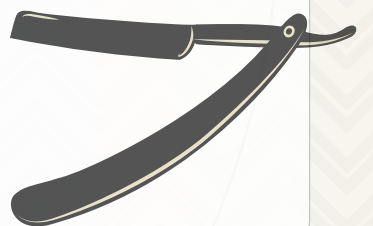
26%

Said more store brand organic products would lead them to make more purchases in a store. (SurveyLab)



What **"traditionally female"** grooming products Millennial men are increasingly saying are **acceptable for men** to use:

- 60%** skin care
- 45%** waxing/hair removal
- 32%** facials
- 22%** eyebrow waxing
- 22%** fake tan
- 18%** foundation
- 14%** nail varnish



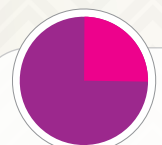
81% of Millennial women surveyed said it's important to have SPF in their foundation. (Lab42)

86% of Millennial women said SPF is a must-have in moisturizer. (Lab42)



94%

Millennial women report wearing makeup to feel more confident. (Lab42)



24%

Expect to make more health and beauty product purchases online in the future. (SurveyLab)



Women's fashion items **gaining popularity with men**; % of Millennial men who say these items are acceptable for men:

- 51%** man bag
- 47%** deep V-neck shirts
- 32%** two earrings
- 22%** shoe lifts



#1

Mascara was and foundation was the second choice of Millennial women polled for which makeup they would wear daily if they could only choose one. (Lab42)



Free Samples

#1

Way to influence women to try a new makeup brand. (Lab42)



egcgroup

Advertising | Marketing | Digital

516.935.4944