

Gen Alpha Beauty:
What matters to the
beauty consumer of
tomorrow



Gen Alpha is engaging with beauty at a younger age than previous generations, viewing it as a key part of self-expression and personal growth.

Households with Gen Alpha



\$32.8B

Dollar Sales

+12.4%

Dollar Growth

+\$254

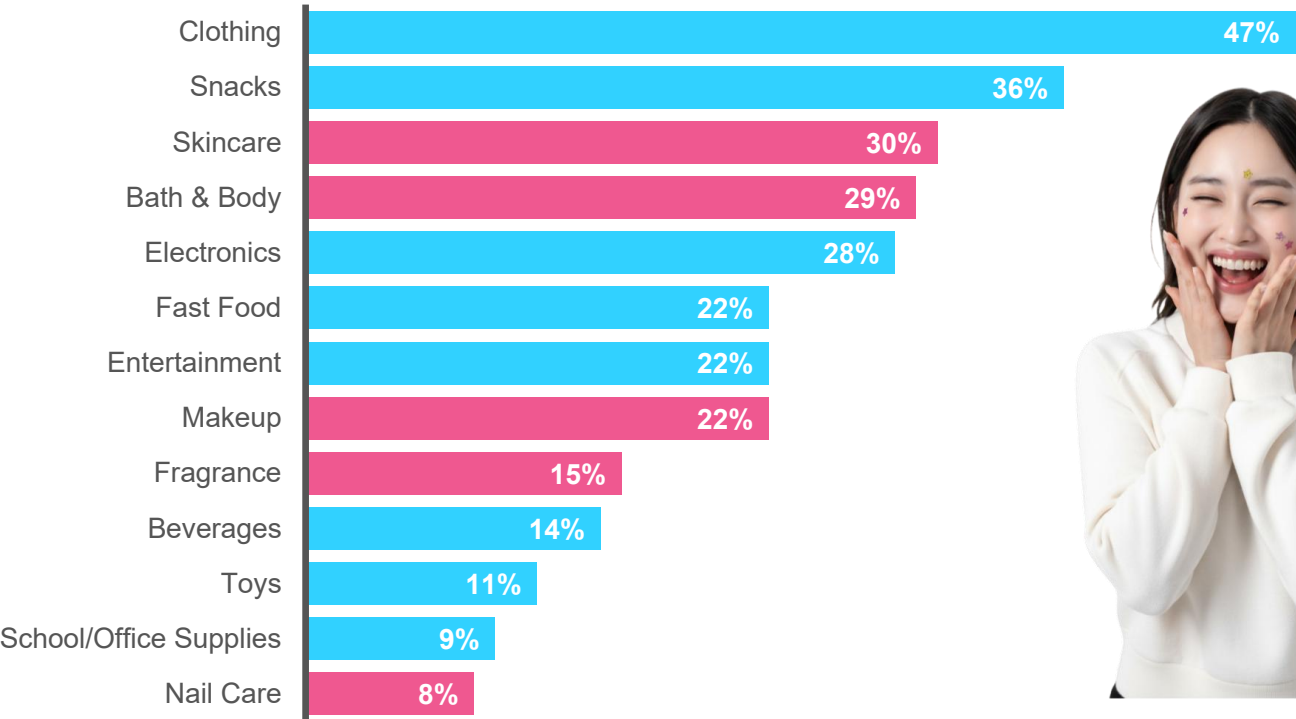
more vs total panel
Dollar Spend per Year

+12

more trips vs total panel
Trips per Year

Gen Alpha sees skincare among their most important categories across the store, second only to clothing and snacks

Most Important Categories Used



Base: Total Respondents (n=1504)
B01: Your parent/guardian told us that you have used products from these categories in the past 3 months. Please rank them based on what's most important to you. Your first click = the Most Important category, Second click = 2nd most important, and so on.

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Gen Alphas mix up the products they use across categories with some frequency, though they tend to keep their Skincare routines more stable, mainly changing products every few months

Trying Different Products at Least Monthly:

Fragrance	51%
Makeup	49%
Nail Care	48%
Bath & Body	43%
Skincare	41%

Base: Respondents who have used category in P3M (n=674-1189 per category)
B03: How often do you try different products for the categories you use?

Despite Gen Alpha’s growing autonomy of Beauty/Personal Care product decisions, their Parents still have the largest influence over how they learn the category

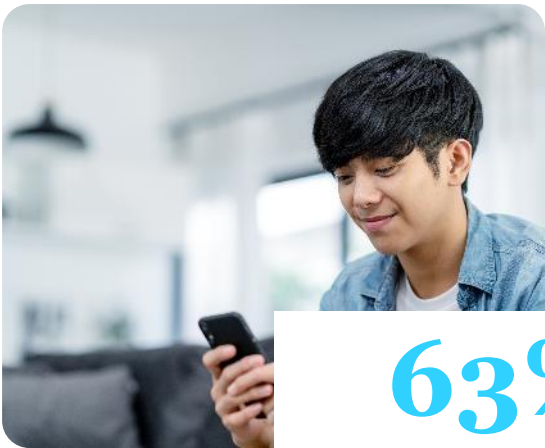
Personal Relationships



94%

Parents = 71%
Friends = 59%
Siblings = 23%

Digital Sources



63%

Influencers = 57%
Non-Influencers = 15%
Gaming = 13%

Base: All Respondents (n=1504)
B15: How do you learn about Beauty/Personal Care products and routines? You can choose more than one answer.