



Beauty Trending Insights:

Gen Alpha Skin Care

Gen Alpha's obsession with skin care has been making headlines, but are they actually increasing their purchasing and growing the category? NIQ dives into these young consumers' buying behaviors.



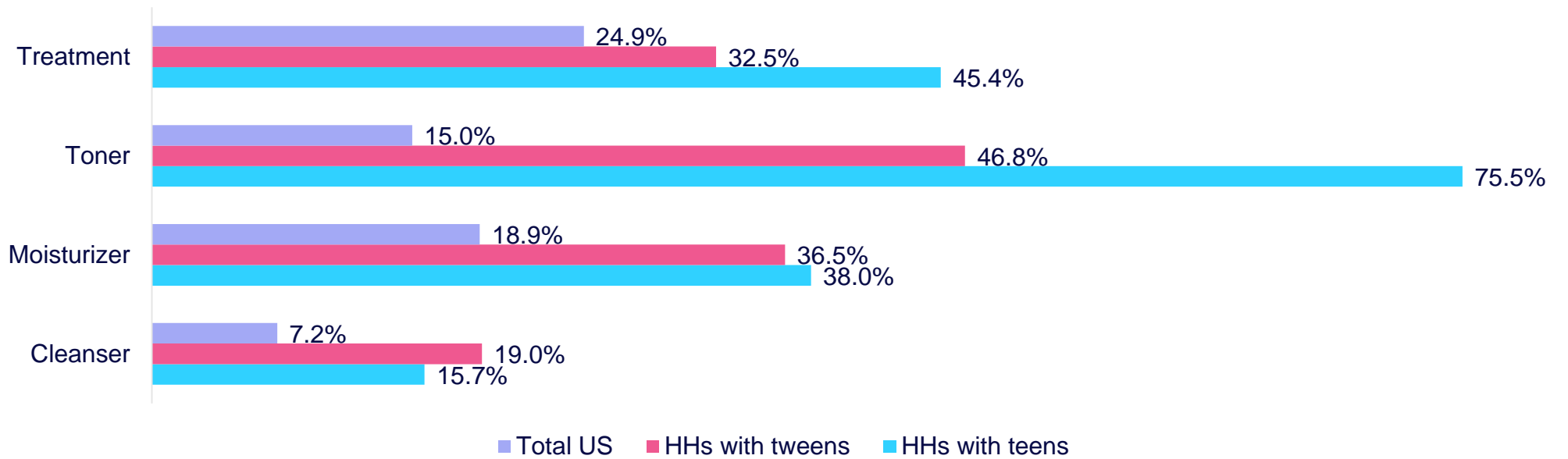
Social media has helped fuel Gen Alpha's skin care obsession with content creators like North West, Penelope Disick, and Haven and Koti Garza racking up **millions of views** on their **get ready with me** videos.

For young girls, skin care is **more attainable** than cosmetics and social media helps to promote "routines" that they can adopt.

Total Facial Skin Care	\$14.5B	\$2.4B	\$2.3B
	+13.1%	+27.2%	+28.6%
	<i>Total US</i>	<i>Households with tweens</i>	<i>Households with teens</i>

Gen Alpha is seeing faster rates of growth for facial skin care categories

\$ % Chg vs YA



Households with tweens are making 6.3% more trips per year on skin care than total US

Households with teens are making 17.1% more trips per year on skin care than total US

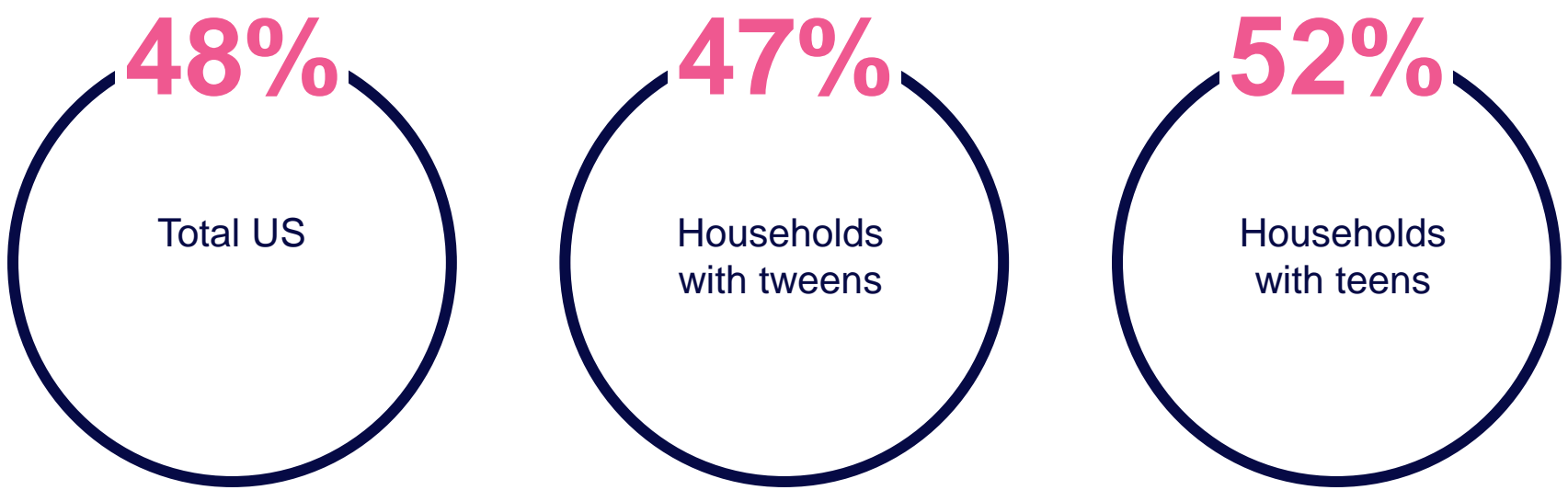
Source: NielsenIQ Omnishopper Panel Total US latest 52 weeks ending 12/30/2023. Households with tweens: kids 6-12, Households with teens: 13-17



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Households teens are spending more dollars in-store, as it is more about the shopping experience for them vs. the convenience of online

Total Facial Skin Care percent of \$ sales in-store

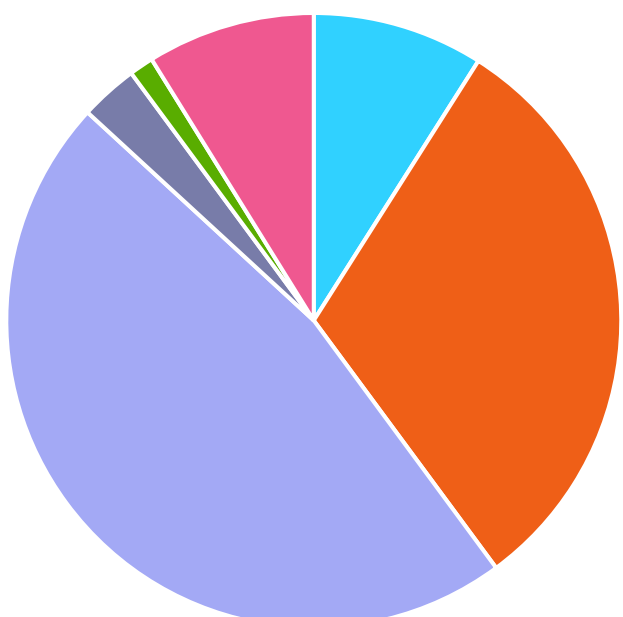


Gen Alpha's change in dollar spend per year is double that of the average buyer, making households with teens outspend on total facial skin care per year

Total Facial Skin Care	Year Ago \$/Buyer	Chg	Current Year \$/Buyer
Total US	\$128.73	+\$11.90	\$140.64
HHs with tweens	\$120.91	+\$20.03	\$140.94
HHs with teens	\$128.91	+\$21.84	\$150.76

Gen Alpha dollars are going to cleanser, toner, and treatments at higher rates than the average buyer

\$ Share of Facial Skin Care



\$ Share Index

	HHs with tweens	HHs with teens
Eye	84	80
Cleanser	108	111
Moisturizer	95	89
Appliances	113	97
Toner	122	110
Treatment	112	141

Source: NielsenIQ Omnishoper Panel Total US latest 52 weeks ending 12/30/2023. Households with tweens: kids 6-12, Households with teens: 13-17