

The Race for Gold in Athletic Beauty





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As a Parisian seeing the Olympic & Paralympic games come to an end made me incredibly proud and melancholic. The world was indeed reminded during this summer that bodies are unique and can perform whatever their shape and conditions.

All the ingredients for a lasting impact were present! The beauty of the city settings, the boldness of several athletes with their looks and makeup, the body empowerment, the pride of the public and the proximity with the athletes thanks to their socials.

The success of some champions had significant immediate effects, Léon Marchand and his many medals pushed many young and children to ask about swimming clubs and lessons.

Perceived as models of discipline, health and well-being, athletes created a tremendous opportunity for beauty actors to rethink their offerings and communications, drawing inspiration from the positive values associated with sport, health and performance.

Renowned athletes already started their own brands such as Serena Williams and Federica Pellegrini, but all beauty key players could benefit from this sports enthusiasm between Paris 2024 and Milano Cortina 2026. The involvement of athletes and collaborations with retailers and brands will undoubtedly reinforce the credibility and appeal to the beauty sport-loving consumers.

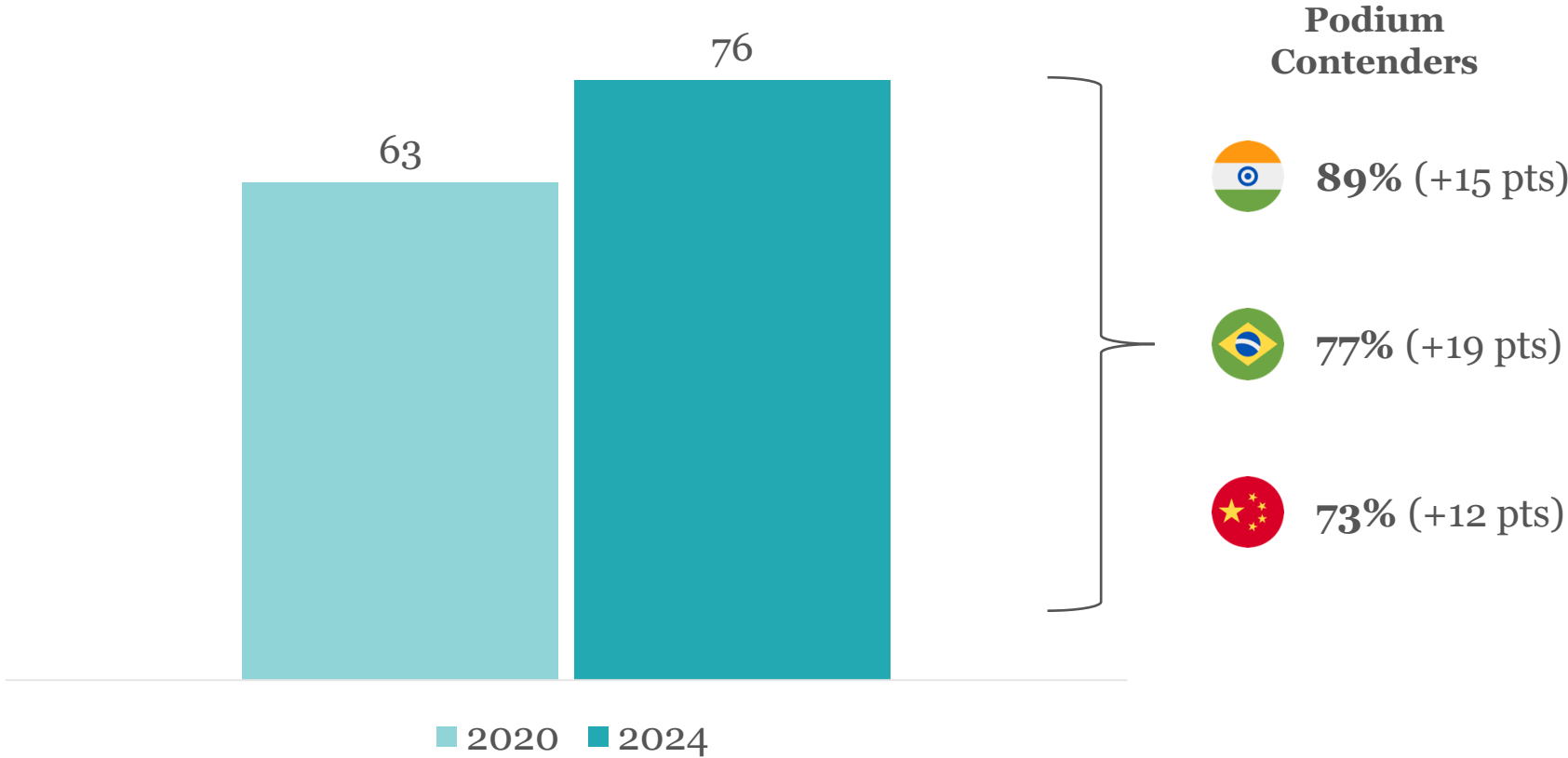
Promoting ranges tailored to active lifestyles, such as hard-wearing, multi-functional skincare products, will help capitalise the enthusiasm for sport. A focus on well-being, with products geared towards post-training recovery and relaxation but also technological innovations will play a key role in meeting consumers' new expectations.

The increasingly active beauty consumer

Over 3 quarters of engaged beauty consumers exercise on a weekly basis

Activities done weekly or more often: Exercise to keep fit

Beauty Segment - Global



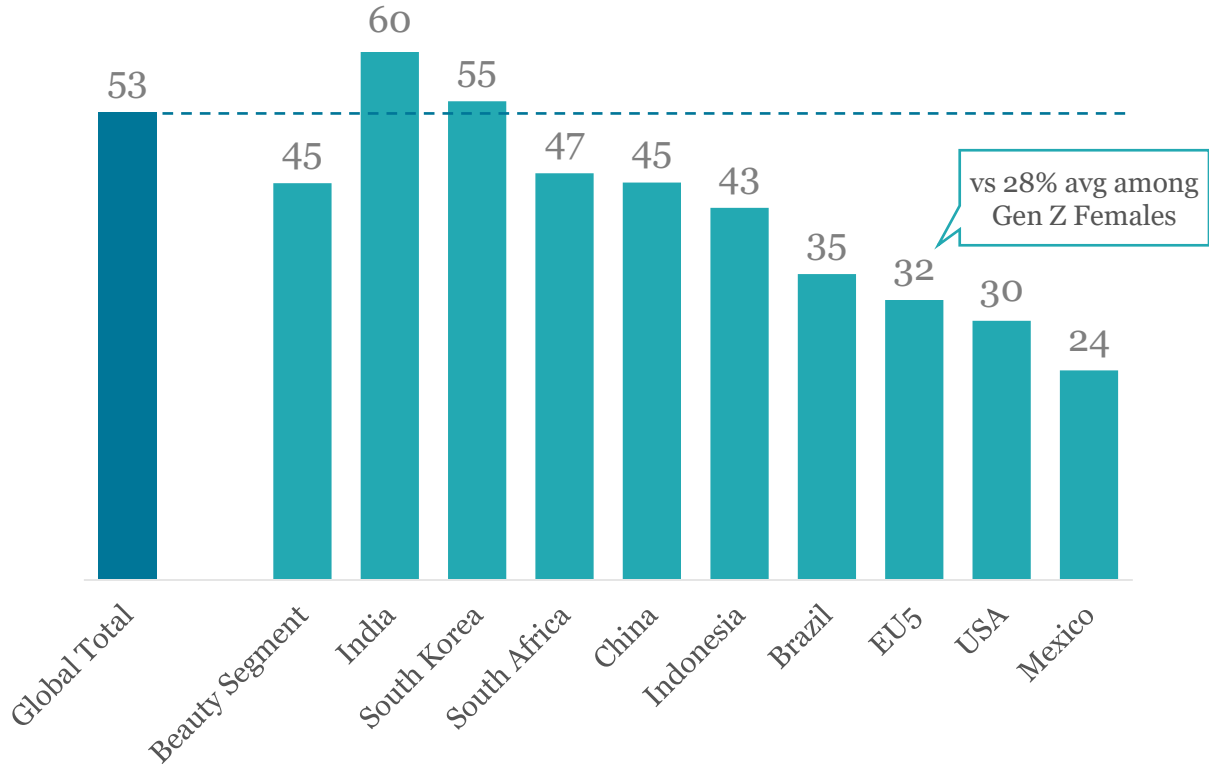
Source: NIQ Consumer Life 2024
Beauty segment = Gen Z AND Female AND Regularly Uses Skincare/Lipstick/Color Cosmetics/Facial-Care Products



Cheering in style – beauty’s sporting audience

Almost half of beauty lovers regularly watch live sports in an audience of captivated viewers for advertising opportunities

View live sports events on TV or via streaming service / app / online



Source: NIQ Consumer Life 2024
Beauty segment = Gen Z AND Female AND Regularly Uses Skincare/Lipstick/Color Cosmetics/Facial-Care Products



2024 Olympic & Paralympic Games

A summer of sport culminates with the Paris Olympics & Paralympics

2024's summer sports have left consumers with no shortage of choice for athletic events as sporting fever sweeps the globe



June

- Tour de France
- UEFA Men's Euros 2024
- Wimbledon 2024
- Olympics 2024
- Copa América 2024
- The Open Championship (Golf)



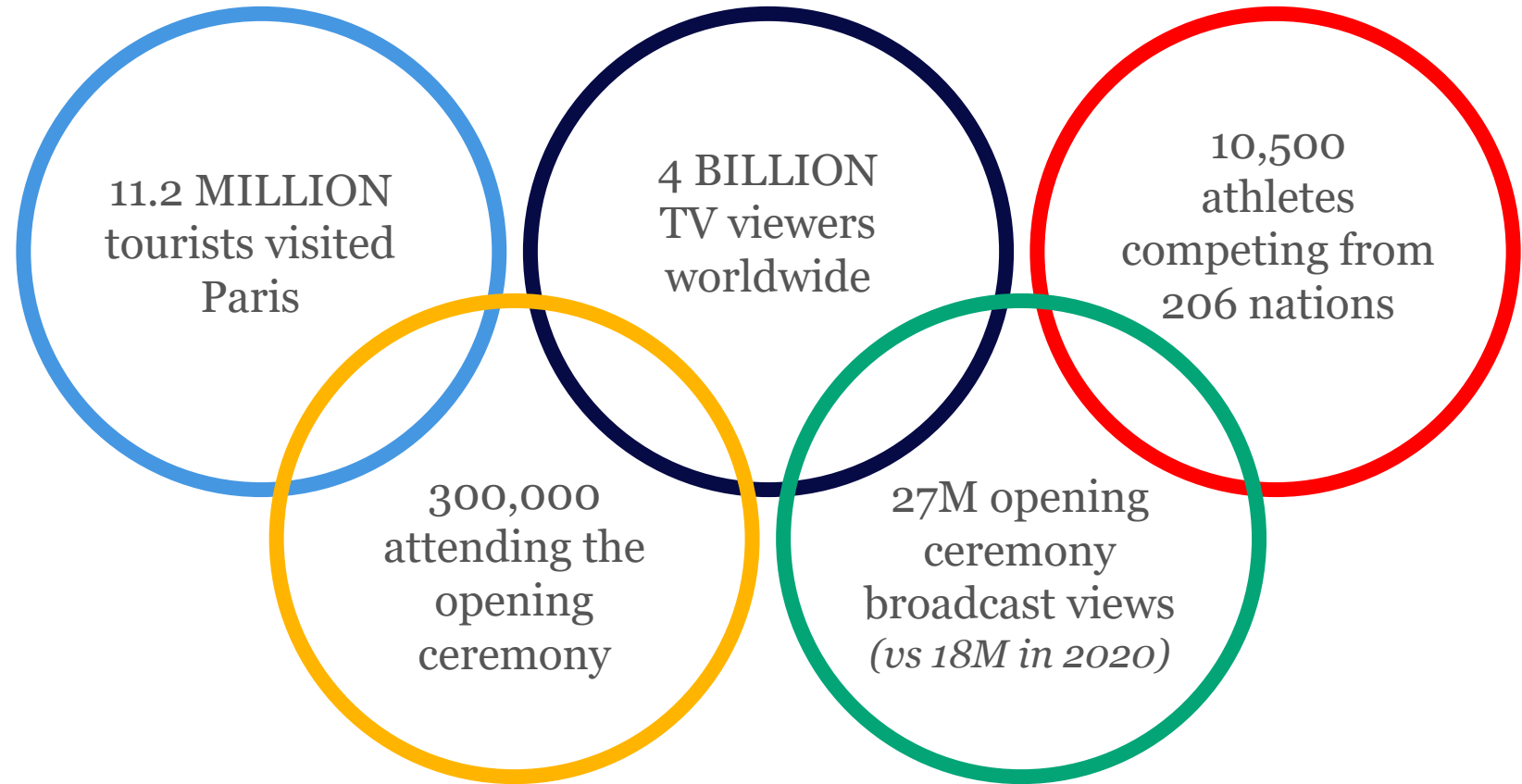
August

- UEFA Men's Champions League final
- 2024 French Open (Tennis)
- UEFA Men's Euros 2024
- Tour de France
- Men's T20 World Cup
- Copa América 2024
- NBA Finals
- US Open (Golf)

July

- Olympic Games 2024**
- Paralympic Games 2024**
- US Open (tennis)
- Cincinnati Masters (tennis)

The Olympic Crowd



Source: <https://olympics.com/ioc/faq/competing-and-being-part-of-the-games/how-many-athletes-and-countries-take-part-in-the-olympic-games>
https://www.espn.com/olympics/story/_/id/40322251/2024-summer-olympics-paris-dates-locations-song-motto-opening-ceremony
<https://parisjetaime.com/eng/media/article/preliminary-report-olympic-games-a1755#:~:text=VISITORS%20NUMBERS,up%20%2B4%25%20vs%202023.>

Star-studded campaigns

The biggest and best performing beauty brands are amongst those teaming up with the stars



K18 x Simone Biles

Biotech haircare brand K18 tapped the most decorated gymnast of all time as an ambassador. The athlete fronted a social media campaign and national TV commercial centering on the theme ‘inner strength’.



Milani x Jordan Chiles

Alongside fellow athletes WNBA player Sabrina Ionescu, volleyball star Chiaka Ogbogu and weightlifting champion Mattie Rogers, Chiles is promoting Milani's Make It Last Setting Spray across social media and streaming ads.

e.l.f. x Anastasia Pagonis

The world champion blind swimmer launched a limited edition “Beauty for Every Eye” bundle featuring three of her favorite e.l.f. products, each with a scannable QR code that links to audio commentary by Tas describing the product, including finish and application tips.



Olay x Sha'Carri Richardson

Olay has partnered with Sha'Carri Richardson, Athing Mu, Rose Lavelle, Natalia Grossma and Laurie Hernandez to showcase their newly launched Cleansing Cleansers, the official face wash of Team USA.



Retail's Race for Gold

Notable retailers have also seized the opportunity to partner with the Olympics and its athletes to leverage the event's popularity



Sephora x the Olympic Flame

Sephora, the Official Partner of the Olympic and Paralympic Torch Relays of Paris 2024, organized instore events across 46 French towns along the torch relay, offering consumers the chance to win beauty products and Olympic tickets to celebrate the link between beauty and sport. Sephora also offered beauty makeovers to Olympic medalists for the podium ceremonies, holding a presence across the summer event.



Maogeping x Team China

Cosmetics retailer Maogeping joined as the official beauty partner of the Chinese national team at the Paris Olympics. The retailer provided cosmetics kits for athletes including products including powder and eyeshadow to lipstick. In the legacy of the Beijing summer Olympics in 2008, many athletes have become household names and lucrative opportunities for brands and retailers to lead their marketing campaigns.

Source: <https://www.scmp.com/economy/china-economy/article/3272043/chinese-brands-enter-olympics-marketing-ring-vying-gold-global-stage>

Medal-Worthy Marketing

The Parisian backdrop and sporting successes are the perfect recipe for eye-catching marketing and social sensations



Caudalie

French skincare brand Caudalie's cheeky social media post displaying their Vinoperfect serum dropper cleaning up the River Seine amid the concerns over the river's suitability for Olympic swimmers. The video, which has amassed over 17M views on TikTok, was captioned "The serum that does it all: the Seine is free of dark spots. Would you swim in a Vinoperfect river?"



Jacquemus

Renowned French fashion brand Jacquemus celebrated this year's sporting event with an Olympics 2024 Ad Campaign, sharing a series of creative takes on iconic sporting moments using an iPhone camera. The brand's digital marketing is known for its imaginative campaigns, gathering attention with a distinctive visual style.



Fenty Beauty

Rihanna's popular beauty brand Fenty Beauty partnered with the Paris 2024 Olympics & Paralympics Games, aiming to highlight their mission to make beauty accessible for everyone. The announcement was made via an Instagram post replicating her previous visit to the French capital, with a giant Fenty Beauty lip gloss in place of her partner A\$AP Rocky.

The Viral Stars of the Summer

Today's athletes blend content creation with record breaking, creating new spokespeople & trends for brands to reach consumers



507K Followers



44K Followers

Henrik Christiansen

Norwegian distance swimmer Henrik Christiansen went viral during the 2024 summer Olympics after reviewing the chocolate muffins offered in the Olympic Village. In a series of videos, the athlete showcases himself hoarding muffins and attesting to the quality of the sweet treat from French company Coup de Pates. His videos sparked a wave of other athletes to talk about the muffins and engage with fans via their social media channels.



2.4M Followers



3.8M Followers

Ilona Maher

Regular social media users will likely be familiar with US rugby star Ilona Maher, who became a viral star of the summer tournament. The athlete's personality and authenticity has garnered attention and made her ripe for marketing opportunity – Maher has already been open on her advocacy for Maybelline's Super Stay Matte Ink lipstick. The athlete has also recently launched a Gen-Z oriented skincare brand Medalist for female athletes alongside former athlete Ann Ragan Kearns.



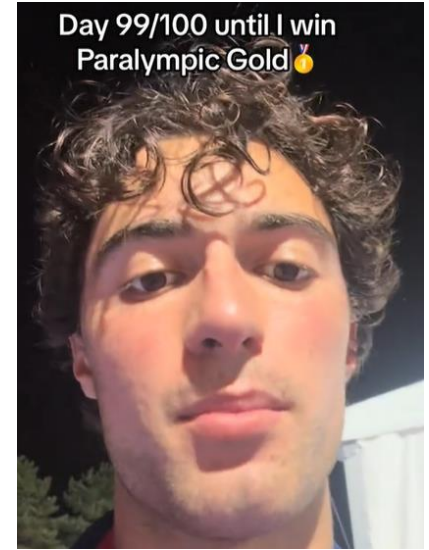
4.1M Followers*



1.9M Followers*

Tara Davis-Woodhall & Hunter Woodhall

Husband & wife duo Tara Davis-Woodhall & Hunter Woodhall each won gold in their respective Olympic & Paralympic events at Paris 2024. A month after his wife Tara Davis-Woodhall won Olympic long jump gold, Hunter stormed to victory in the T62 400m at the Paralympics. Videos of couple's celebrations have amassed millions of views across social media, with both athletes winning captive new personal followings.



402K Followers



212K Followers

Ezra Frech

Team USA Paralympic athlete Ezra Frech posted countdowns on his social media from 100 days until his T63 high jump final, taking his followers along his pursuit for Olympic gold. The 19-year-old's plan changed when on day 99 he took home gold in the 100m T63 sprint, before completing the journey on day 100 with gold in the high jump. Frech's posts have shown his followers the dedication required of athletes, and the power of self belief.

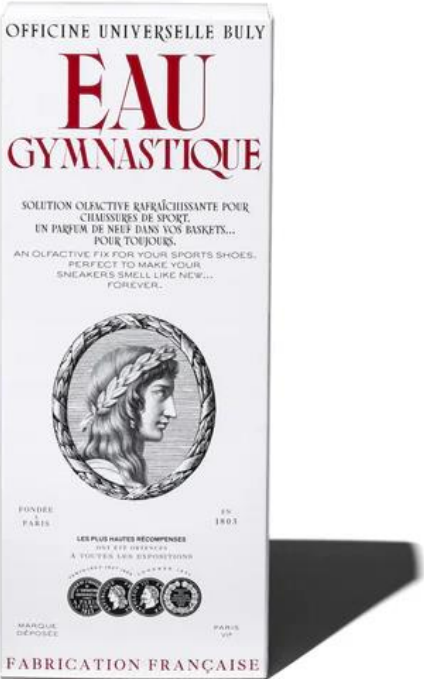
Sources: <https://olympics.com/en/news/norway-henrik-christiansen-viral-chocolate-muffin-olympic-village> | <https://www.glamour.com/story/olympian-ilona-maher-lipstick> | <https://www.bbc.com/sport/athletics/articles/cj9lxew23770> | https://www.huffpost.com/entry/ezra-frech-paralympics-gold_n_66d80b33e4b09a3ee66cde83 | *Combined follower count

Beauty products targeting the top step with the Olympic games

Limited edition sporting collections and targeting of athletic concerns opens new occasions for beauty brands

Buly Eau Gymnastique

Targeted for both high-level athletes and ordinary people, the Eau Gymnastique Perfume For Sports Shoes from perfume house Officine Universelle Buly 1803 targets a common problem; smelly feet.



Skims Team USA Capsule

Kim Kardashian’s underwear, loungewear and shapewear brand Skims debuted a collection with Team USA. The campaign featured athletes including Sunisa Lee, Fred Kerley, Gabby Thomas, Jessica Long, Caeleb Dressel, and Nick Mayhugh



Nicolai Victorie Eau de Parfum

French perfume brand Nicolai released a limited-edition perfume ‘inspired by the spirit of competition and the perseverance of top-level athletes’ to mark the Paris 2024 Olympic Games.



Source: <https://buly1803.com/en/products/solution-olfactive-eau-gymnastique/> <https://www.hollywoodreporter.com/lifestyle/shopping/brand-team-usa-olympic-parfumes-range-entire-collection-priming-release-date-1203931161/>

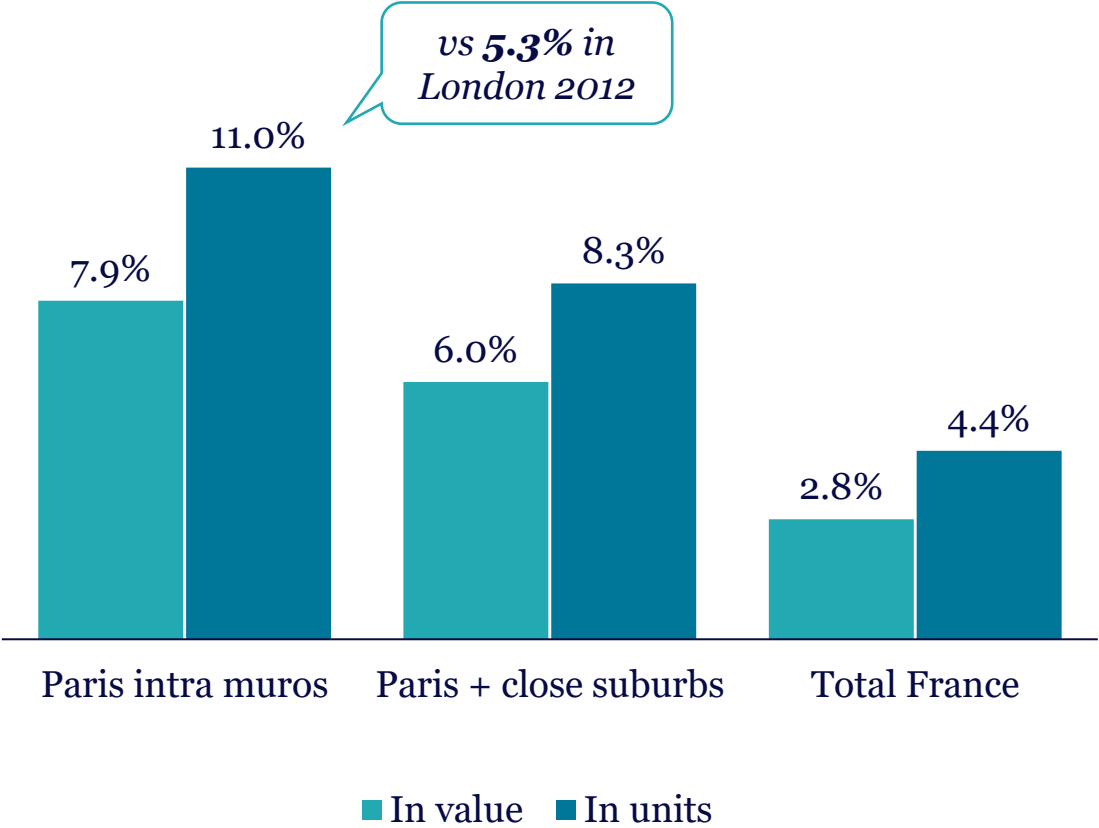
<https://nicolai.com/en/boutique/eau-de-parfum-victoire-edition-limitee>

The Sporting Sales Surge

The Paris 2024 Olympic games had a measurable impact on spending in the local region

FMCG sales evolution vs Y-1

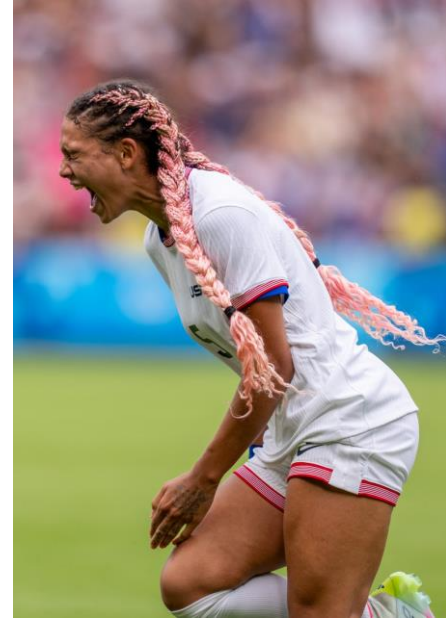
W31+W32 2024 – Full Coverage



Source : NielsenIQ Scantrack

Beauty and Sport: A Winning Duo

Paris' Olympians busted stereotypes of athletes and beauty – proving cosmetics don't have to be separated from performance



“You don't have to sacrifice your femininity to play any sport” – *Ilona Maher*



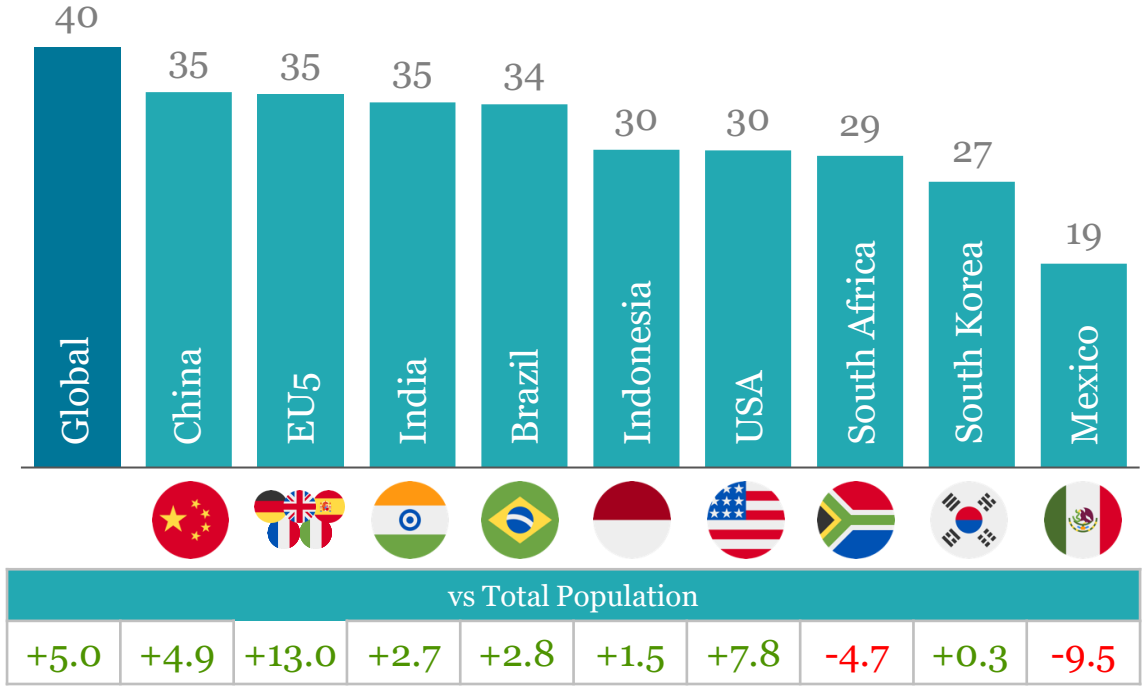
Source: <https://www.vogue.com/article/beauty-expression-2024-paris-olympics>
<https://www.self.com/story/hairstyles-2024-paralympics>

Beauty in Sport

Beauty's Active Engagement in Sports

Beauty-loving consumers are more likely to engage in outdoor spots and games than average population groups

Activities done in the past year: **Playing outdoor games or sports**
Beauty Segment



Source; NIQ Consumer Life 2024
Beauty segment = Gen Z AND Female AND Regularly Uses Skincare/Lipstick/Color Cosmetics/Facial-Care Products



The emergence of 'Athbeauty' brands

With the rising interest in health and wellness in active consumers, there's white space for athletic beauty brands



Lululemon Selfcare

Popular activewear brand Lululemon entered the beauty industry by launching a 'sweat-friendly' Selfcare line of products including dry shampoo, face moisturizer and lip balm. Selfcare is designed as a functional solution for pre and post workout. The line is sold on their website and across 50 stores in North America, in addition to Sephora's online store.



Athletic Cosmetics Company

Co-founder, partner and CEO of Athletic Cosmetic Company Dominique van Boekel is a Dutch former professional tennis player, model, and developmental coach who identified a need for quality skincare and makeup for active people and athletes. The brand aims to make cosmetics as comfortable and breathable as the advancements in activewear, allowing individuals to enjoy both performance and beauty.

Beauty & Sport collaborations

Beyond launching new lines or products, sporting events offer the opportunity to increase eyeballs on a brand

Team & Tournament Partnerships

Sponsoring or partnering with a team or sports series brings a beauty brand identity to new eyes and can increase engagement with consumers.



Advertising Opportunities

2024 saw a heightened number of beauty brands releasing Superbowl adverts.



Team sponsors/partners: LA Sparks x Urban Decay, Glossier x WNBA, Latin Us x Club América, e.l.f. x Billie Jean King Cup, Liverpool fc x Nivea Men, NYX Professional Makeup x Angel City, Estée Lauder x Manchester United, Charlotte Tilbury x F1 Academy
2024 Superbowl adverts: CeraVe, e.l.f., NYX Professional Makeup

Athlete to Brand Founder

In a world of celebrity brands, athletes can tap into specific sporting needs based on their sports and individual stories

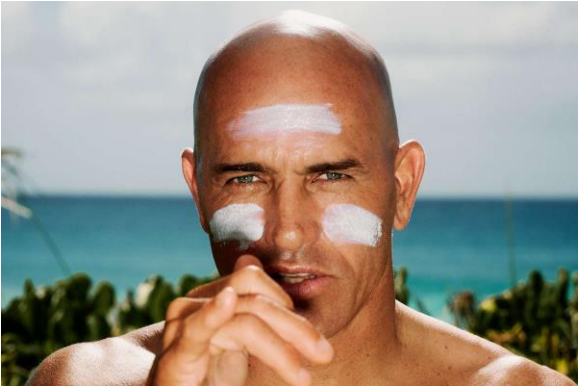


+90%
value sales
vs YA

Kinlo
(Naomi Osaka - Tennis)



The Shop
(LeBron James - Basketball)



Freaks of Nature
(Kelly Slater - Surfer)



Wyn Beauty
(Serena Williams - Tennis)



Medalist Skin
(Ann Ragan Kearns & Ilona Maher – Swimmer + Rugby)



Fit by Fede
(Federica Pellegrini - Swimmer)

Source: NIQ Omnishopper Panel US - MAT WE 22/07/2024

Opportunities to Tap Into the Sporting Surge

The Needs of an Athlete

Sporting participation can result in consumers being more active in health and personal care categories

Runners & Cyclists



Sun Care:

+7 pts penetration

vs avg



Deodorant:

+5 pts penetration

vs avg

Gym Rats



Vitamins & Supplements:

+8 pts penetration

vs avg



Body Cleansing:

+22% avg customer spend

vs avg

Want to know more about interest segmentations? Talk to the Fox Intelligence team
agathe.apollin@nielseniq.com

Source: Fox Intelligence E-Commerce Calibrated E-receipt Panel FMCG | Last 12 Months ending 1st September 2024 | Interest groups based on newsletter subscriptions. Runners & Cyclists: This audience includes individuals who are passionate about running and cycling as part of their regular fitness routines and lifestyle. Gym Rats: This audience consists of individuals who are dedicated and passionate about fitness, exercise, and regular gym attendance.

In demand claims for sporting needs

Sport & fitness create new demands from beauty products for consumers who want to blend the two interests

Search Data

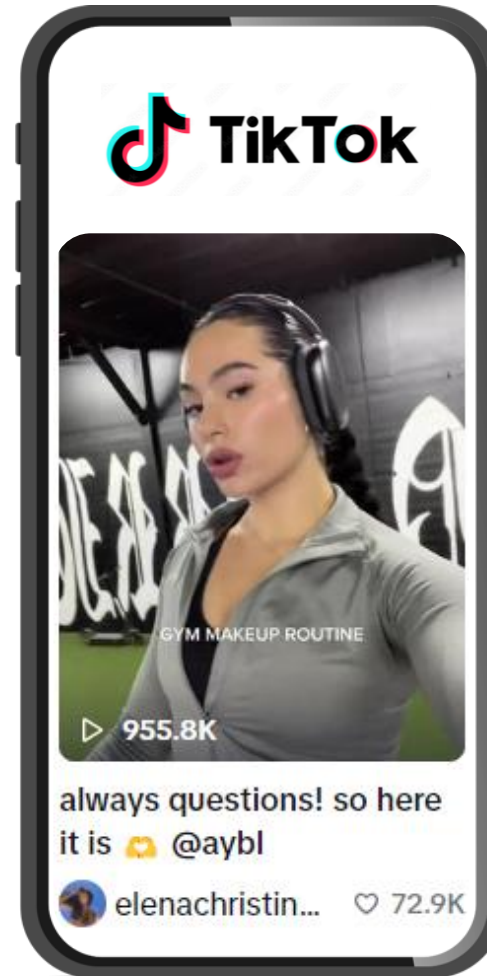


Long lasting:
+6%

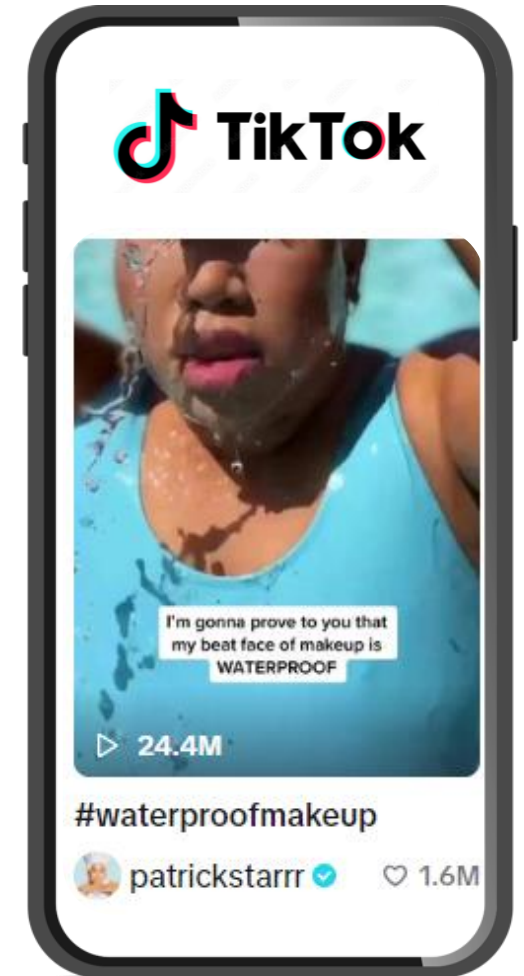


Waterproof Lip Preparations:
+24%

#Gymmakeup



#Waterproofmakeup



Search Data - latest 6 months through June 2024
Tiktok.com

The growing market for new health innovations

The increased interest in sport opens a space for products that help consumers reach their health goals



63%
Of consumers are likely to trial a new product that has been designed to assist with their health and wellness goals



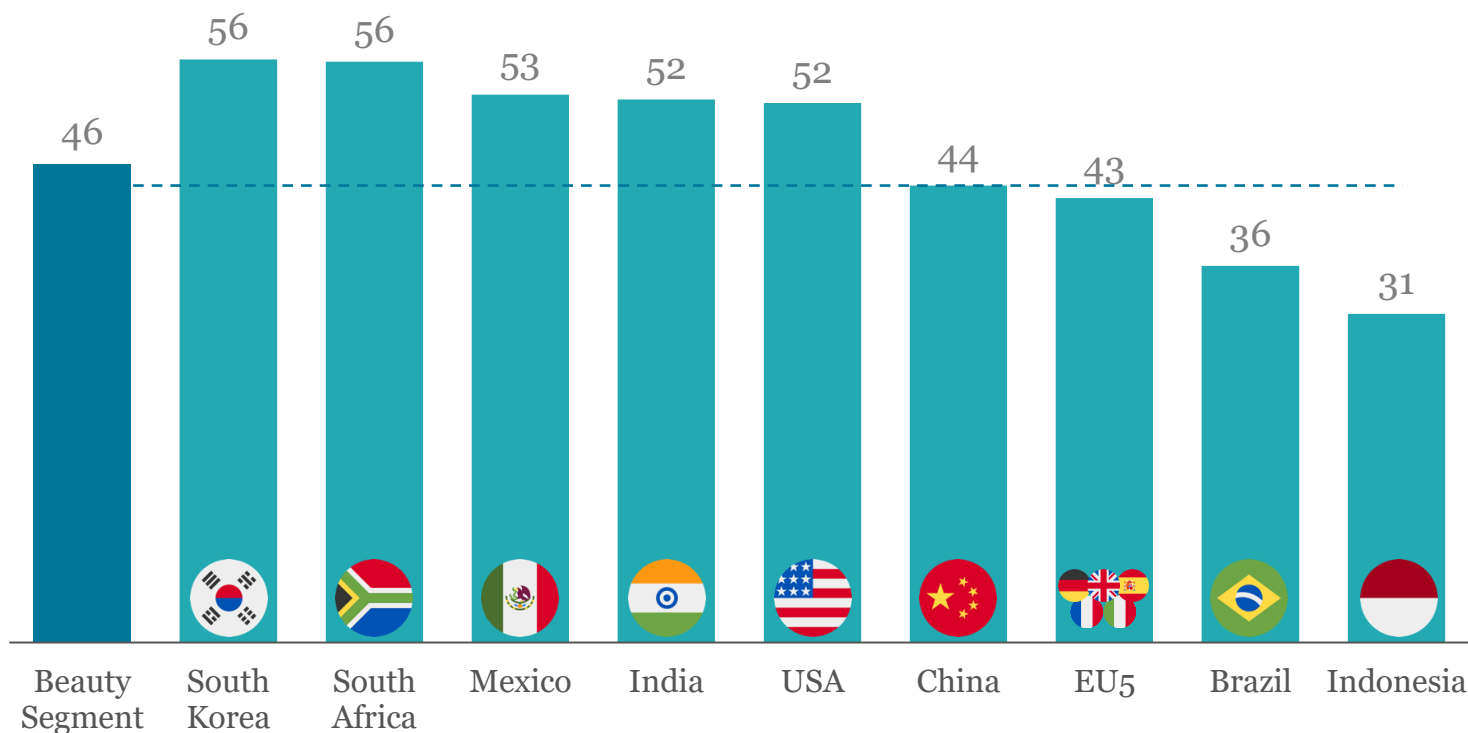
Source: NielsenIQ Consumer Outlook 2024

The digital playground for fitness fiends

46% of beauty buyers are active on fitness apps



Percentage of consumers who used a **fitness or exercise app** in the last 30 days



Source: NIQ Consumer Life 2024
Beauty segment = Gen Z AND Female AND Regularly Uses Skincare/Lipstick/Color Cosmetics/Facial-Care Products

Sporting ad-advantages

Audience of women's sports and female viewership of men's sports both are on the rise to boost marketing opportunities

Super Bowl LVIII was watched by 58.8 million women -- the "most ever, and an increase" **of 9% from last year**, which was greater than the 7% "boost in total viewership

In November 2022, F1 CEO Stefano Domenicali said **40% of global F1 fans were women**, up 8% from 2017.

Interest in England's Women's Super League **jumped 52%** after England won the 2022 EURO tournament

The 2024 Women's NCAA tournament averaged nearly 19M viewers for the final game between Iowa and South Carolina — **up 89% from 2023** and beating viewership for the Men's final for the first time ever

Source: <https://www.forbes.com/sites/bradadgate/2024/03/11/heres-why-formula-1-racing-is-growing-in-popularity-with-women/>
<https://www.nielsen.com/insights/2024/whats-next-for-womens-sports-fueling-growth-proving-value/>
<https://www.sportsbusinessjournal.com/Articles/2024/02/14/super-bowl-lviii-women-viewership>



Summary

Winning Tactics in the Athletic Beauty Arena

Athlete Ambassadors

An increasing number of sports stars are being named ambassadors for beauty brands, allowing them to employ their influence to promote athletic ideals and social causes that match a brand's ethos.

Professional Passion

Today's world champion athlete could be tomorrow's beauty brand owner. Athletes are harnessing their expertise and star power to launch beauty brands that could be investment opportunity.

Sporting Solutions

Sporting interests create unique consumer needs, unlocking space for innovation in the like of waterproof and long-lasting formulations. Consumers are ready to invest in their passions in the pursuit of health and fitness and beauty brands can be part of the solution.

Capturing Captive Viewers

Sports events dominate the most watched tv rankings each year and their evolving audiences are a ripe advertising opportunities for beauty brands to capitalize on. Whether through team / event sponsorship or commercials, beauty brands can put themselves in front of captivated audiences.

Seize Tomorrow's Opportunities with NIQ Consumer Life

Future-Proof your Business with Long-Term Global Insights on Trends and Values

[Learn more here](#)



Identify future opportunities, changing consumer needs, emerging cultural shifts, and disruptive forces – and evaluate their impact on your category

- Which consumer trends and market disruptors should guide our innovation?
- How are values and lifestyles evolving? How should we adapt our strategy?
- What messages will resonate among different groups, especially emerging audiences?
- How can we get smart in new markets and develop and launch the right products?

NIQ Consumer Life has over five decades of experience helping top brands uncover opportunities through a holistic understanding of the consumer

Quantifiable
Trends
Insights

Robust
Global
Footprint

Bespoke
Consulting
from Trends
Experts

Wide Range
of Category
Coverage