

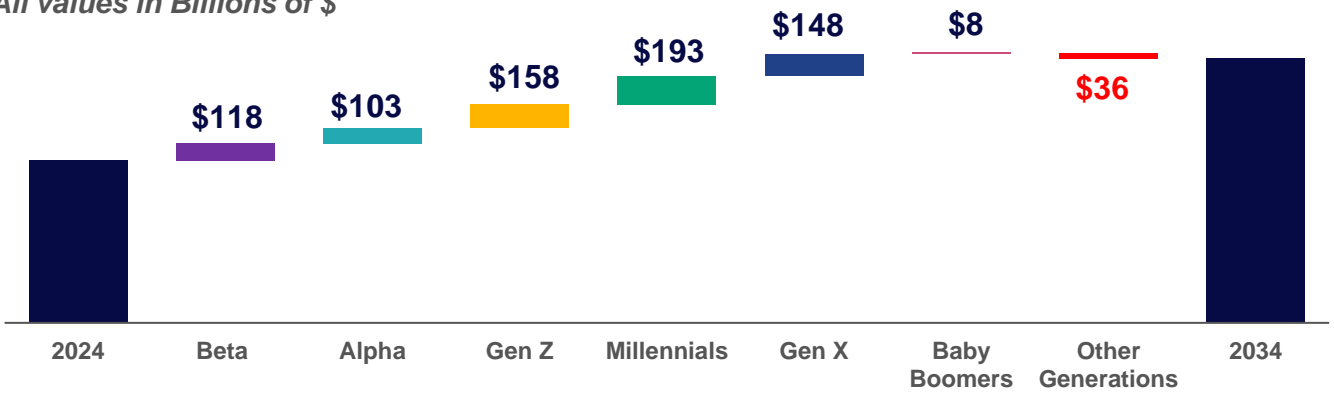


Meet the generations of global beauty buyers



Global beauty projected growth by generation (2024-2034)

All values in Billions of \$



Gen Alpha (born after 2012)



The Gen Alpha generation will grow their spend on beauty by \$103B by 2034

They can be a motivator for their households to visit specialist beauty channels

Alphas are **2.7x more likely** to buy a brand their family uses than one endorsed by a celebrity

Gen Z (born 1997-2012)

Gen Z are **set to be the largest generation of all time!**

They are looking for fun and novelty - even in every day purchases (think limited edition collabs)

39% plan to seek out higher quality beauty products in their expectation of increasing spending across the next 12 months

Have a **strong preference for shopping on social media** and are most influenced by online videos and online reviews



Millennials (born 1981-1996)



Millennials are set to be the **biggest global beauty spenders** by 2034

56% think about their appearance most or all of the time

51% have a **regular skincare routine**

But they also like to get creative with their beauty routine, trying homemade beauty solutions or buying from second-hand beauty sites

Gen X (born 1965-1980)

Gen X currently **spends the most on beauty**

They like to feel good about themselves, and this motivates them to buy beauty products

82% say “anti aging” benefits are important to them but only 19% say these needs are currently being met

38% of Gen X are likely to use **social media** as their primary source to learn about new products and services



Baby Boomers (born 1946-1964)



Although Baby Boomers plan to spend less on beauty over the next 12 months, they are still currently **the 2nd largest spenders on Beauty**

They like their beauty regime to be proactive and prevent future issues.

They are loyal to established beauty brands and value experience and heritage

42% of boomers say that lower prices could persuade them to buy something other than their usual brand.



Claire Marty

Global Beauty Vice President @ NIQ

“At NIQ, we recognize that understanding generational differences is key to navigating the evolving beauty industry. Our consumer trends and sales data reveal unique behaviors and expectations across generations. By analyzing these shifts, we help beauty brands uncover unmet needs, understand consumer values, and navigate the retail landscape. Our insights highlight emerging sales trends and provide a comprehensive view of how different generations interact with the beauty market. This knowledge empowers brands to make informed decisions that align with the evolving preferences of each generation.”

All insights in this fact sheet are sourced from **Beauty Futures: A guide to the generational journey of global beauty buyers**. Scan the QR code to find out more about the full report

