



## Beauty Buyers of the Future

**Today's beauty buyer takes a peek into her personal crystal ball with a beauty wish list for 2035. Will your brand be ready to deliver?**

**98.1%**

of women who currently buy beauty products expect to continue to 20 years from now

**79%**

of these women anticipate their monthly spend on beauty products will increase

Today's beauty buyer predicts her online buying, shopping from a mobile device, and usage of a mobile device in-store will increase in 20 years. Women cite this shift in buying behavior will make the following even more important in their purchasing decisions of beauty products:

- 93%** available and easy to find
- 93%** product packaging includes consumer claims made by women with similar beauty concerns
- 92%** customer reviews
- 91%** product packaging includes claims made by women who are of similar age
- 91%** priced reasonably

### What women expect from beauty products of the future

**94%**

ability to customize the beauty product to meet my specific need

**94%**

safe ingredients

**86%**

SPF protection

**72%**

all-in-one benefit

**62%**

local specialty ingredients which deliver product benefits



In the future, **women expect speedy delivery** of their beauty products. If ordering online or through a home shopping they expect:

**18%**

same day delivery

**30%**

1 day delivery

**39%**

2 day delivery

**Top three reasons** women expect to buy beauty products in 20 years.

**87%** to maintain skin health

**83%** to feel good

**75%** to look good



### Green means go!

Looking to the future, beauty buyers expect to reward companies with green practices and natural ingredients, citing the following as having a positive effect on their purchasing decisions.

**84%** the company is ethical and environmental

**79%** uses organic ingredients in their products

**76%** made by a green company

**71%** made by a company that supports Free Trade

To know more about what female consumers want, need and desire from beauty and personal care brands, contact The Benchmarking Company at [info@benchmarkingcompany.com](mailto:info@benchmarkingcompany.com) or 703.871.5300