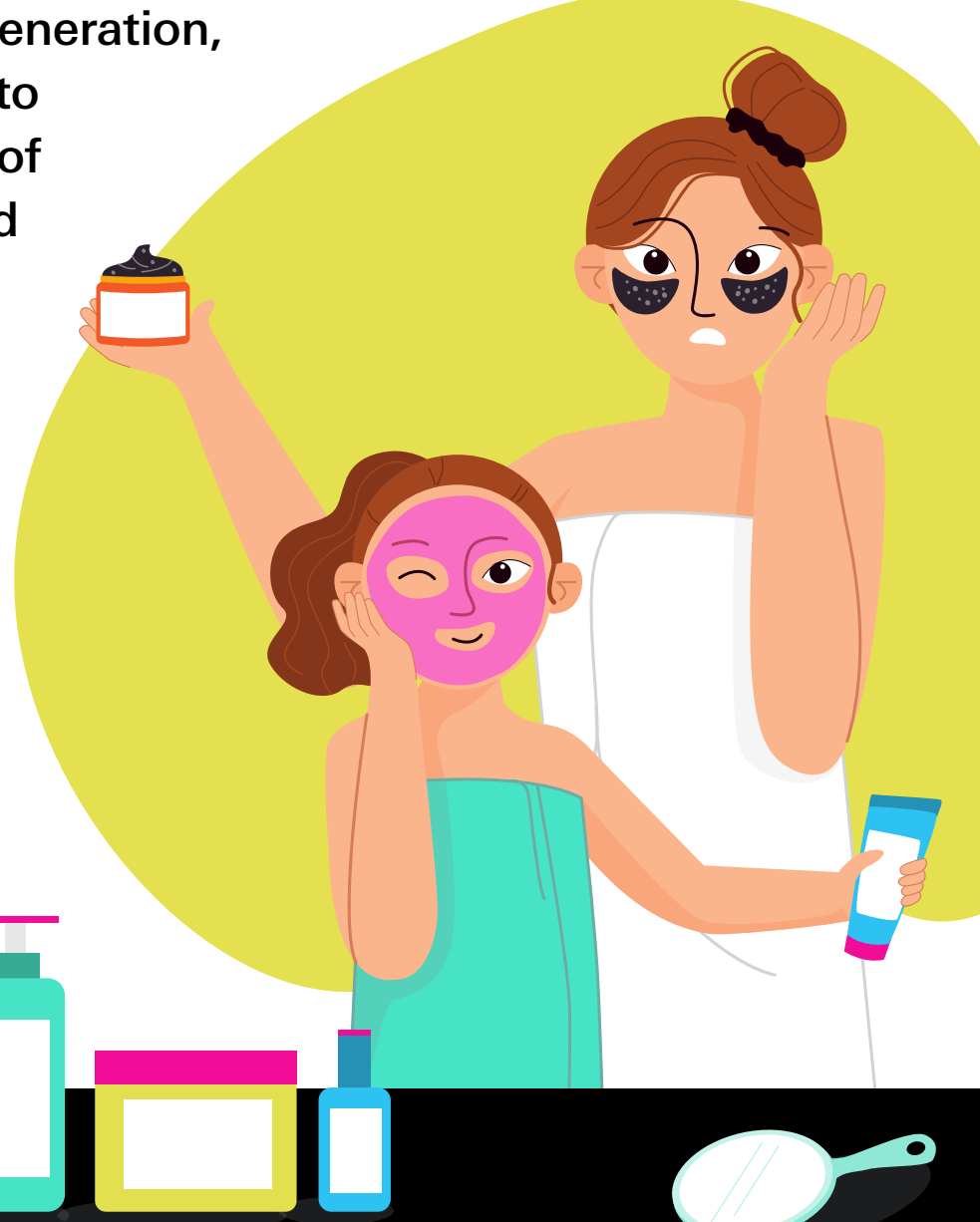


MOMS TELL ALL: MY TEEN/TWEEN BEAUTY OBSESSION

Beauty buying skews younger with each new generation, thanks in large part to easier and faster access to products along with the steamrolling influence of social media. Messages of aging-prevention and the urge to start using skincare young(er) have caused parental concern and some industry backlash. In our August 2024 Teen/Tween Beauty survey, The Benchmarking Company asked more than 2,600 parents about the beauty and personal care habits of their children ages 7-17. What we've discovered among girls and boys (as young as 7 years) is an enthusiastic interest in cosmetics and skincare, along with specific brand needs and expectations from wary parents who want to keep their kids safe.



Early bloomers

- **50%** of boys first expressed a strong interest in using personal care products at 10 years old or younger
- **69%** of girls were 10 or younger

31% of parents have at least one child who is self-described as "obsessed" with a specific skincare brand.

Parental Concerns

- **73%** of parents believe that beauty brands are actively targeting the teen and tween market.
- **56%** are concerned ingredients may be too strong for their skin.
- **42%** say their kid(s) spend too much money on beauty and personal care products.
- **35%** worry products may be damaging to their skin.
- **29%** believe kids are being manipulated by beauty brands and marketers.
- **27%** believe this is a modern-day example of peer pressure.



What would make parents feel more comfortable buying a skincare product for their child?

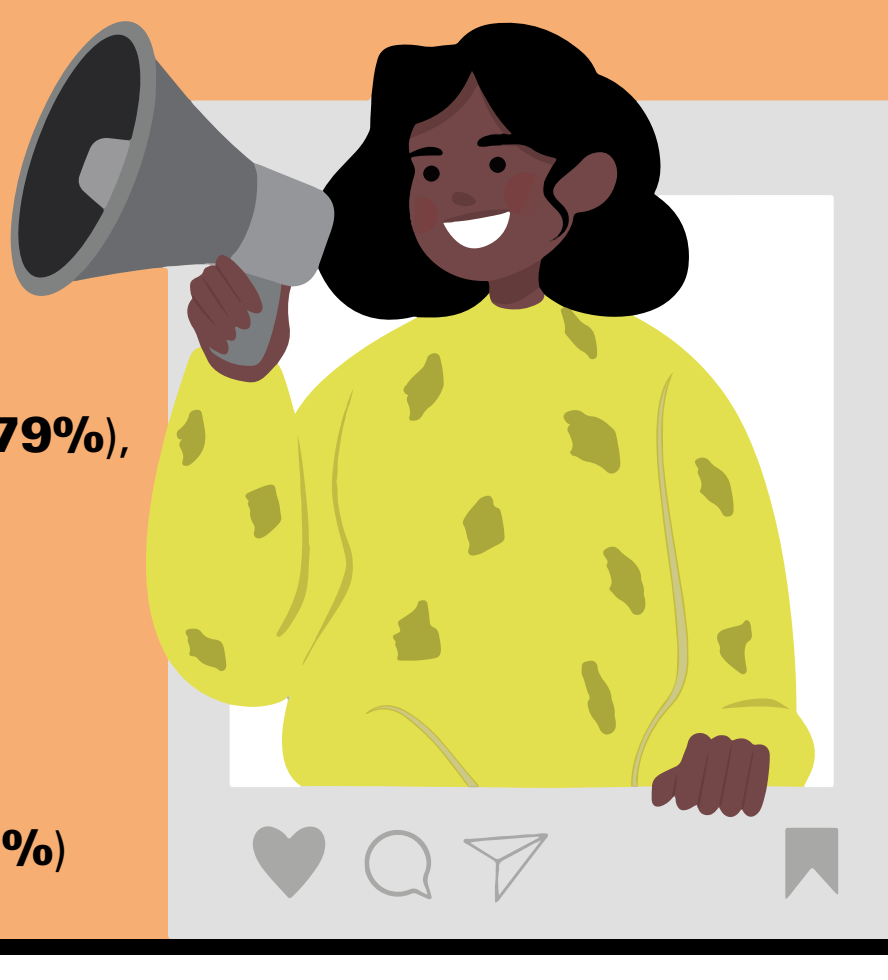
- **80%** if there were warning labels on products that may contain ingredients that are too strong for pre-tween, tween and teen skin.
- **71%** clinical and consumer claims that are substantiated using a panel of tweens/teens to measure impact on young skin/hair.
- **63%** if the products are "clean."
- **59%** if the brand provided transparency about the products' suitability for young skin.
- **56%** if the brand had a line of products specifically designed for tween/teen skin.
- **36%** if the brand provided education online or in store about the ingredients.

SOCIAL MEDIA AND THE #TEENBEAUTYCRAZE

79% of kids have asked a parent to purchase a beauty product they've seen on social media. Kids are using YouTube (**72%**), TikTok (**70%**) and Instagram to learn about beauty and personal care.

Social media activities:

- Watching influencer videos (**84%**), creating influencer videos (**19%**)
- Looking for product reviews (**79%**), creating product reviews (**24%**)
- Watching "these are my favorite things" videos (**79%**), making this type of video (**25%**)
- Viewing Before & After photos (**77%**), taking their own Before & After photos (**27%**)
- Watching skincare & hair care tutorials (**75%**), and creating their own tutorials (**16%**)
- Watching "get ready with me" videos (**74%**), filming their own "get ready with me" videos (**22%**)



What Kids are Into These Days

- **89%** body care
- **88%** fragrance/**88%** hair care (other than shampoo & conditioner) (tied)
- **86%** facial skincare
- **65%** beauty & personal care devices

What She/He Does on a Regular Basis

- **57%** switch fragrances
- **55%** of girls wear mascara
- **45%** use pimple patches



Products That Appeal to the Pre-teen, Tween and Teen Consumer

- **85%** lip gloss (amongst girls)
- **70%** fragranced shower products/ moisturizers (tied)
- **67%** facial cleansers
- **66%** hair styling products
- **63%** body mists – **79%** amongst girls and **53%** amongst boys
- **62%** fragranced lotion & creams/ fragrances (tied)



At Their Request

- **71%** state their child has asked for a high-priced fragrance as a gift
- **57%** have asked for a specific beauty brand product as a gift
- **56%** state their child/children has requested their parent take them to Ulta to shop
- **54%** state their child/children has requested their parent take them to Sephora to shop
- **51%** have asked for an Ulta or Sephora gift card



Popular Gifts for Tweens and Teens

- **84%** of boys have received a high-priced fragrance
- **58%** of girls have received a high-priced fragrance
- **55%** have received a specific beauty brand product
- **49%** have received a Bath & Body Works gift card

Driving their Interest

- **73%** friends/social circle
- **71%** (girls) **62%** (boys) social media content
- **60%** parental interest in beauty and personal care products, specific to girls

Selfie-ready Skin

- **76%** of parents of girls and **65%** of parents of boys report their 7-17-year-old has a "skincare routine"
- **76%** of those with a skincare routine use products both in the morning and in the evening
- **66%** of girls and **53%** of boys use three or more skincare products daily



Spend

- **57%** of parents spend \$51+ on all beauty and personal care products for their child/children with **21%** spending \$100+ per month
- **39%** spend \$51+ monthly on skincare for their child/children
- In comparison, **50%** of parents spend \$51+ monthly on skincare for themselves
- **23%** of parents report spending \$100+ in a single transaction for a skincare product for their child

Top Tween/Teen Skincare Concerns

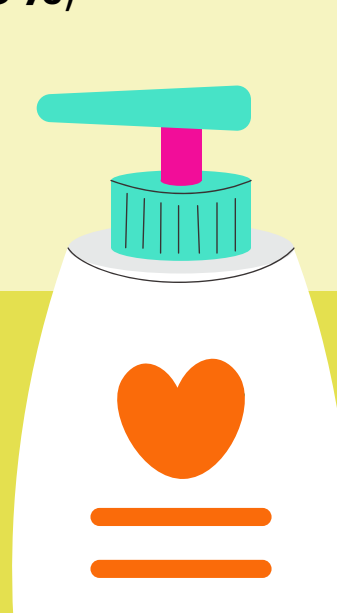
- **69%** acne
- **59%** moisturization
- **57%** sun protection
- **46%** hydration
- **41%** smooth lips

Kids' Favorite Brands

- E.L.F. (**50%**)
- Ulta branded products (**31%**)
- Sephora branded products (**28%**)
- Sol de Janeiro (**27%**)
- Bubble (**25%**)
- Drunk Elephant (**23%**)

Brands Parents Trust for Young Skin

- CeraVe
- Aveeno
- Bubble
- Cetaphil
- Neutrogena



Too Soon for Powerful Ingredients?

Parents report their child has mentioned or asked for products containing:

- **69%** Vitamin C
- **57%** hyaluronic acid
- **50%** salicylic acid
- **29%** retinoids

Kids Who Wear Color

- **91%** lip gloss
- **86%** lip balm
- **79%** mascara
- **74%** eye shadow
- **71%** blush



Got Great Claims Like These? You Need Them!

Contact The Benchmarking Company to learn about consumer in-home use testing (IHUT) for marketing claims and risk mitigation.

96% said fragrance lasted all-day

90% said skin appears brighter

89% said all-over deodorant spray kept odor at bay

94% said hair felt softer

92% agreed skin felt clean

Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit benchmarkingcompany.com or info@benchmarkingcompany.com for information on Beauty/Personal Care Product Testing and specialized consumer research.