



Gen Z x Alpha's Beauty Attitudes



Beauty Accelerate
March 12, 2025

ABOUT US

The Benchmarking Company (TBC) is an award-winning beauty and personal care consumer research firm, providing marketing intelligence through custom consumer research studies, online and in-person focus groups, and consumer in-home use testing (IHUTs) for claims substantiation and risk mitigation.





A FEW OF OUR BRANDS



What Makes Gen Z Different

➔ This generation looks for proof of efficacy in the form of B&A photography, consumer claims and clinical claims however, reviews are queen!



▼

95%

Seek reviews before purchase

▼

59%

Read product pages

▼

49%

Learn about products from F&F or TikTok & Insta



Gen Z Purchase Drivers

Interestingly, only 17% stated natural ingredients, and 15% stated cruelty-free are in their top 3 most important considerations when purchasing a new product.



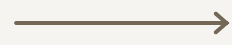
83%
Demand Efficacy



72%
Price



45%
Positive Product Reviews



Brands Gen Z Uses

elf
eyes lips face

ULTA
BEAUTY

LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

SEPHORA

The
Ordinary.

Cetaphil

LANEIGE

CeraVe
DEVELOPED WITH DERMATOLOGISTS

Gen Alpha: 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

First products

- 1) Fragrance
- 2) Body Care
- 3) Skincare
- 4) Hair Care



What Drives Gen Alpha's Interest

31% of parents say they have at least one child who is self-described as “obsessed” with a specific brand

- **73%** friends/social circle
- **71%** (girls) **62%** (boys) social media content
- **60%** parental interest in beauty and personal care products – specific to girls
- 79% have asked a parent to purchase a beauty/personal care product they have seen on social media
- Kids are using YouTube (72%), TikTok (70%) and Instagram (63%) to learn about beauty and personal care.



What “Kids” Are Into These Days

Top Product Categories

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

Products of Appeal

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

Girls Who Like Color

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



Brands Kids Like



elf
eyes lips face

(50%)

ULTA[®]
BEAUTY

(31%)

SEPHORA

(28%)

SOL DE JANEIRO

(27%)

BUBBLE
SKINCARE

(25%)

ESTD 2012
DRUNK ELEPHANT[™]

(23%)



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

The Spend Power

In 2023, Gen Alpha Spent nearly \$4.7 billion on beauty products.

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

Solve this equation

of gift cards from \$25-\$100 per card
(Sephora, Ulta, Amazon, Target, Bath & Body Works and more)
X 3 relatives + 5 friends
x 2 holidays (Birthday, Winter Holiday)

Parental Concerns



73% believe that beauty brands are actively targeting the teen/tween market

56% are concerned that ingredients may be too strong for young skin

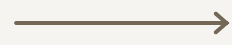
42% say their kid(s) spend too much money on beauty and personal care products

35% worry products may be damaging to their skin

Too Soon for Powerful Ingredients

69% Vitamin C, 57% Hyaluronic Acid,
50% Salicylic Acid, 29% Retinoids





Brands Parents Trust






Brand Considerations & Strategies



- For Gen Z, lean into proving efficacy through consumer claims & Before and After proof
- Ensure transparency on brand pages regarding ingredients, claims and benefits
- For Gen Alpha, include warning labels on products that may contain ingredients that are too strong for tween/tween skin
- Substantiate claims on panels of teens/tweens
- Create lines designed specifically for young skin
- Use social media campaigns responsibly

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