

Gen X's Beauty Attitudes

Beauty Accelerate
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theBenchmarkingCompany
Beauty & Personal Care Consumer Research





Gen X At-a-Glance

1966-1980

Advanced User of Skincare (more than 5 products daily)	27%
Looks at the ingredients most to all of the time	63%
Willing to pay more for a brand that is sustainable	28%
Reads reviews before purchasing a new product	72%
Skin problem she is most concerned with	63% Fine Lines & Wrinkles
Color cosmetic she does not leave home without	#1 Mascara #2 Lip Color



What She's Buying

Skincare

- 68% Facial cleanser
- 58% Anti-aging day moisturizer
- 54% Eye cream
- 51% Anti-aging night moisturizer
- 44% Serums

Color Cosmetics

- 60% Mascara
- 53% Foundation
- 49% Eyeliner
- 44% Eye shadow palettes
- 44% Lip gloss/lipstick

Hair Care

- 94% Shampoo
- 85% Rinse-out conditioner
- 60% Leave-in conditioner
- 47% Moisturizing hair treatments
- 42% Heat protectant

Why She Buys From Certain Brands?



Service
80%

Brand has good customer service

Free Ship
76%

Brand offers free shipping

Innovation
73%

Brand is constantly innovating and coming up with new products to meet my needs

Fast
71%

Brand offers quick shipping



Purchase Drivers

- **97% EFFICACY**
- **88%** Special price/deal
- **83%** Free samples
- **83%** Positive product reviews or consumer claims
- **69%** Friend/Family recommendation
- **69%** Doctor/Derm recommendation
- **65%** Available where I shop
- **60%** Before & After images
- **59%** It contains a new hero ingredient that is proven to work



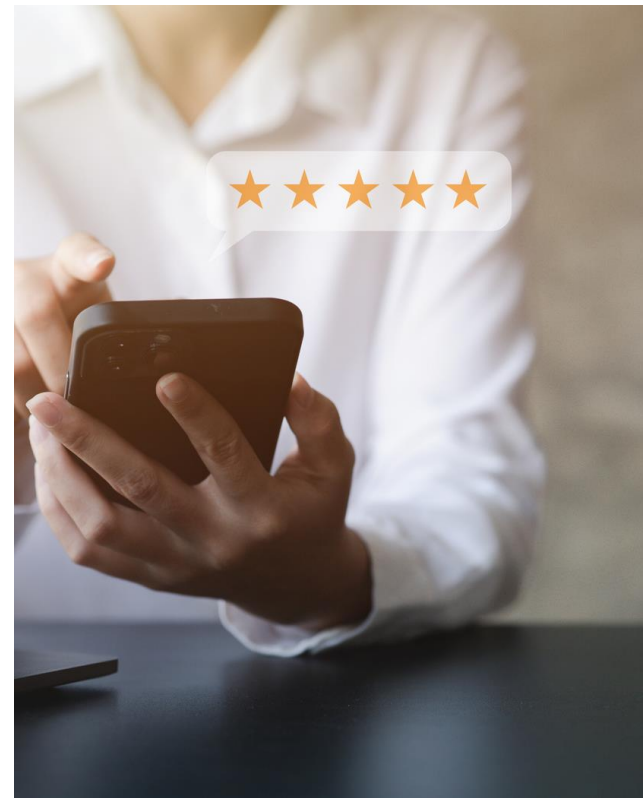
Clean, Ethical & Sustainable

- 73% Products formulated to be clean/safe
- 69% Products are cruelty-free
- 63% Products are free of parabens/sulfates & phthalates
- 44% Products are natural or organic
- 41% Products are certified as sustainable
- 32% Products are marketed as conscious beauty
- 29% Products are marketed as inclusive beauty
- 23% Products are marketed as vegan

What She Looks For Before Purchasing a New Beauty Product



74%
PRICE



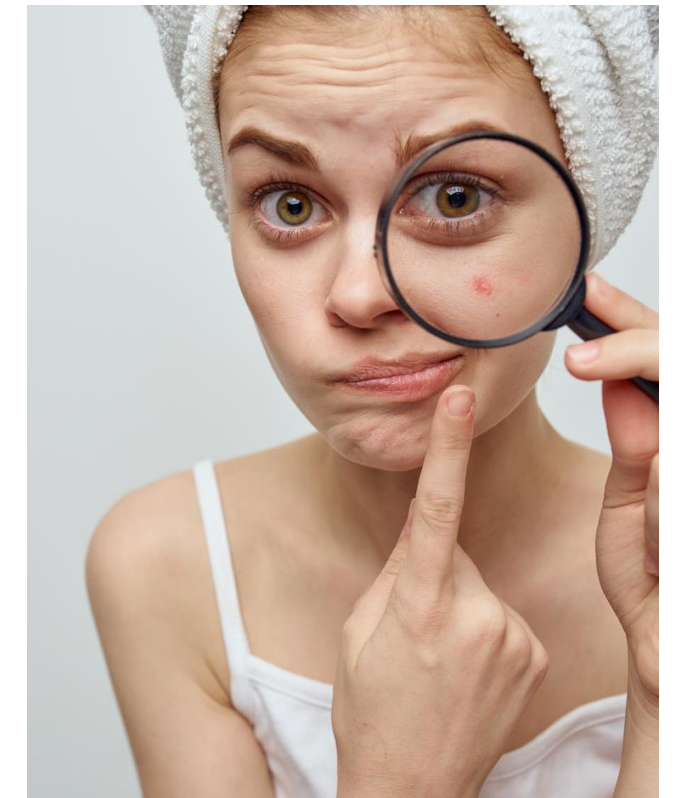
72%
POSITIVE REVIEWS
REAL CUSTOMERS



63%
HOW QUICKLY
YOU'LL SEE BENEFITS



63%
INGREDIENT LIST



55%
NEGATIVE REVIEWS TO
IDENTIFY ISSUES



Top Skincare Concerns

- 63%** Fine lines and wrinkles
- 41%** Dark areas under the eye
- 33%** Sagging skin/skin crepiness
- 31%** Under-eye bags
- 28%** Dull skin
- 27%** Loss of collagen
- 26%** Hydration/dryness issues
- 24%** Age spots
- 22%** Menopausal skin

BRAND OPPORTUNITIES

Concerns that are not being adequately addressed in market:

- 76% - Sagging Skin/Crepiness
- 76% - Deep Lines & Wrinkles
- 76% - Menopausal Skin
- 71% - Loss of Collagen
- 69% - Hyperpigmentation/Melasma
- 67% - Dark Areas Under Eyes
- 66% - Large Pores
- 66% - Age Spots
- 61% - Under-Eye Bags



What's Important in a Skincare Product

93% leaves skin feeling hydrated

91% leaves skin feeling soft

86% product absorbs easily

86% does not leave skin feeling greasy or oily

75% product is non-sticky

**More so than the scent or texture and consistency -
what she cares most about is how it feels on skin,
and leaves her skin feeling**

Top Gen X Brands



Neutrogena®

Aveeno®

Olay®

LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE

L'ORÉAL

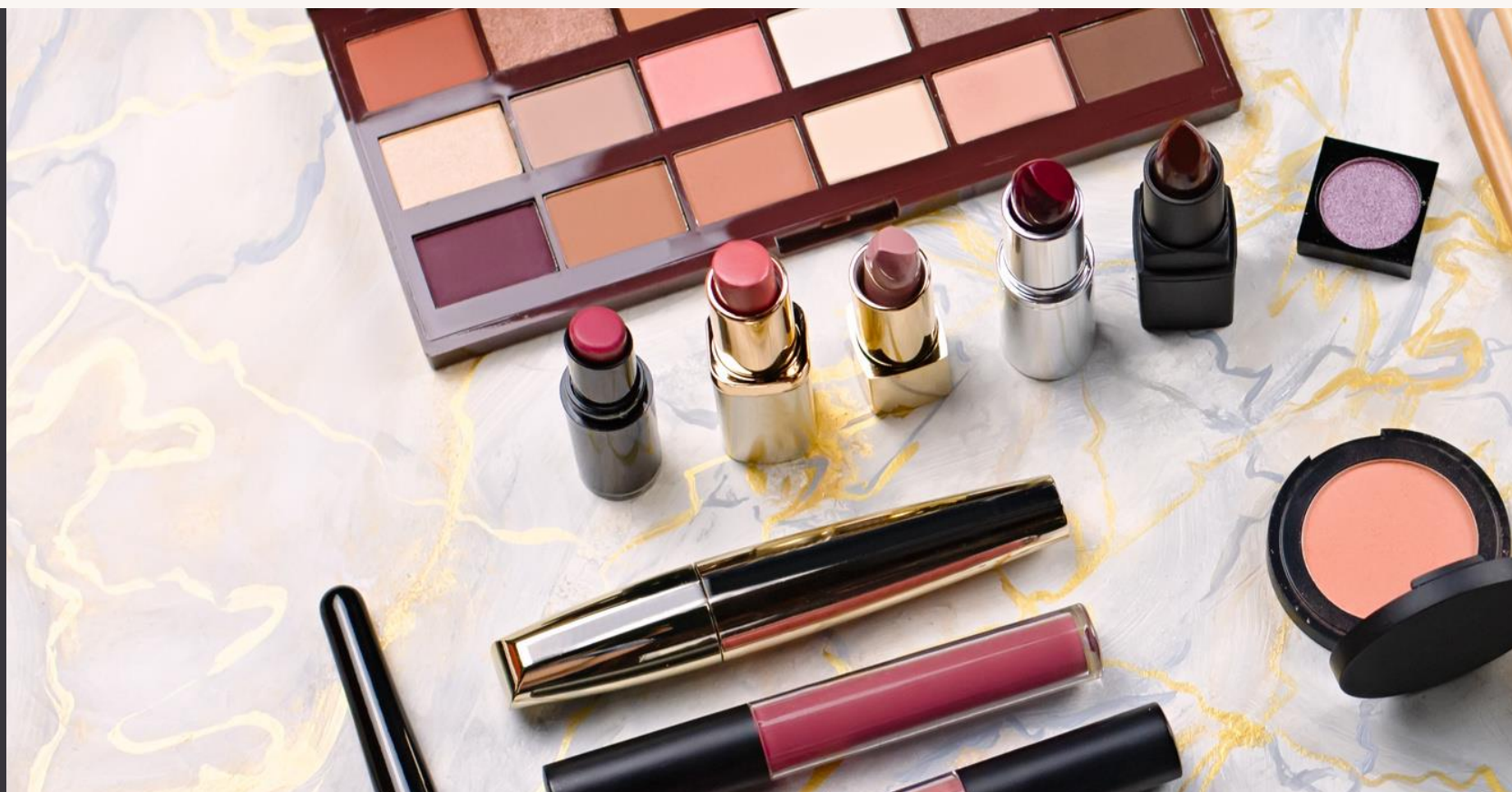
CeraVe®
DEVELOPED WITH DERMATOLOGISTS

The
Ordinary.

CLINIQUE

ESTÉE LAUDER

GLOW RECIPE



Color Cosmetics

Marketed As...

- 45%** Cruelty-free
- 38%** Waterproof
- 33%** Clean
- 32%** Made in the US
- 29%** Long-term wear
- 28%** Non-toxic
- 23%** Vegan

Multi-taskers

- 29%** Lip gloss with plumper
- 24%** Lip and cheek tint
- 22%** Blush and highlighter duo
- 22%** BB cream with SPF
- 21%** Tinted moisturizer with SPF
- 18%** Eyeshadow and eyeliner crayon
- 15%** Eyebrow gel with tint

Motivations

- 31%** Price
- 26%** Items are on sale
- 25%** New product offered by a brand I already know
- 18%** Product has multiple purposes
- 15%** Clean - free of harmful ingredients
- 14%** Product comes as a palette or set
- 14%** Items sold with a special offer

Brand Strategies & Considerations


The Gen X consumer still has money to spend. Although loyal, she is always open to products that meet her most pressing concerns. Innovate around issues she cares about - anti-aging, clean and efficacious, and proven benefits.

Show her proof through reviews, consumer claims, clinical claims and before & after photos.

She's reading ingredient labels. Formulate products with tried & true ingredients and new & innovative powerhouse ingredients.

Pay attention to the sensorial aspects of a product - from the glide of a lipstick to the absorption of a skincare product.

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