

THE BEAUTY OF Fandom

Yesterday, Beauty@Meredith hosted our second summit, "The Beauty of Fandom". It brought together researchers, editors, and retail experts to explore how the characters in our favorite movies and TV shows influence beauty looks and buying decisions

Here's what you need to know now:

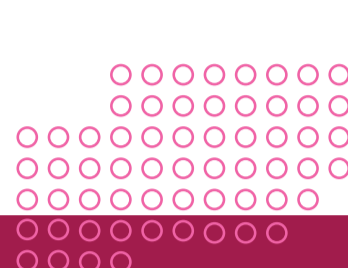
FANDOM IS ON THE RISE

71% of women are watching TV/streaming more vs. pre-pandemic

(+10 points January 2021 vs. March 2020)

...and are consuming more entertainment content: **33% growth in People.com** users and **+21% EW.com** users for the same time period

76% consider themselves huge fans of at least one show



THE NEW BEAUTY INFLUENCER

75% of fans are looking to TV/movies *more than ever* to give them beauty ideas

69% have purchased beauty products based on a TV character in the past year; **56%** movie character

Compared to:

↘ **46%** beauty looks from friends/family

↘ **39%** beauty influencers

↘ **38%** celebrities themselves



This past year and a half has been a time when people have reconnected with the inspiration of entertainment **and the value that it brings in our lives.**

Besides helping us escape, it taps into our self-expression."

— MARY MARGARET

Editor-in-Chief, Entertainment Weekly



ENCOURAGING EXPERIMENTATION

87% of fans say TV/movie inspiration has given them more confidence to try new beauty products

An average of **FIVE** beauty brands/products were tried as a result of TV shows/movies



COMFORT DRIVES CREATIVITY

Fans draw beauty ideas from an average of **SEVEN** TV shows/movies. Top influences include:

21% Sex & The City

18% Friends

18% Schitt's Creek

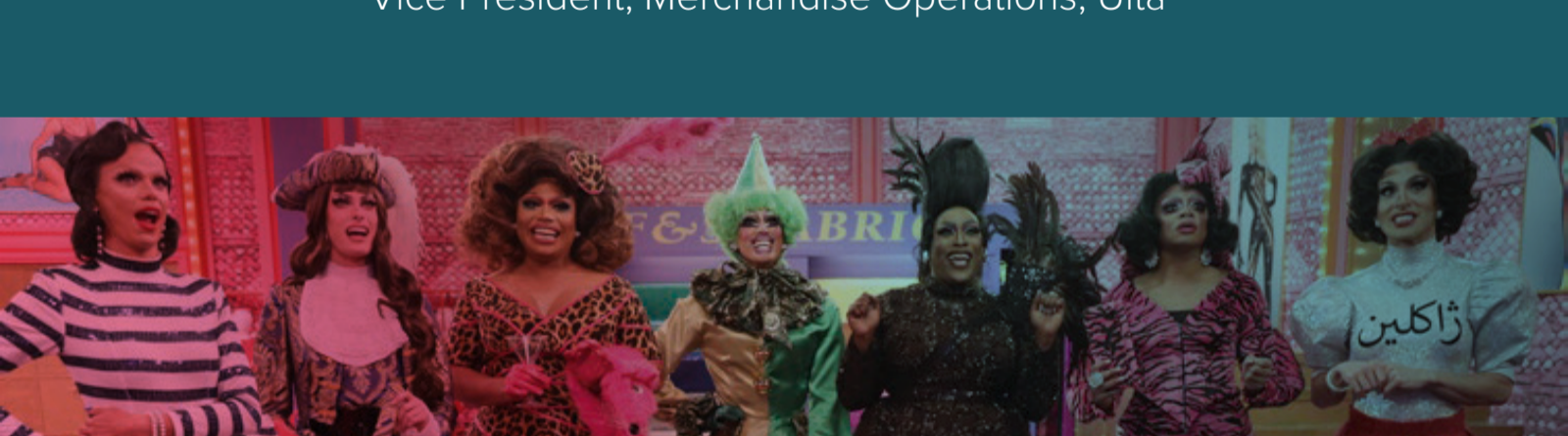
17% Bridgerton

15% Gossip Girl (22% 18-34)

COVID has made nostalgia really important. Popular trends from the 1990s and 2000s are relevant right now because there is comfort in them. **When you pair these in a makeup palette, you create the ultimate experience**—with beauty and with something people love."

— JENNA WESTERLUND

Vice President, Merchandise Operations, Ulta

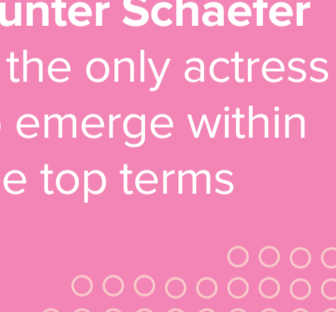


INSPIRATION FOR ALL, BY ALL

90% of fans have been inspired by a look from a character of a different gender, race, orientation, age, size/shape from themselves

Within the *Euphoria* social media beauty conversation, **Hunter Schaefer** is the only actress to emerge within the top terms

82% say exploring TV/movie beauty looks teaches them more about themselves and who they are/ what they like



INTEGRATING INTO THEIR ROUTINES

50% of the time, fans are recreating beauty looks from TV/movies just for fun (53% 18-34)

50% of the time, it is something they want to learn and repeat in the future

SO WHAT? Fandom is on the rise, as is its impact on beauty purchases. Reaching enthusiastic consumers with content they are the most passionate about presents new opportunities for beauty brands to discover audiences, deepen engagement, and drive consideration.

For more information about this rising trend, including in-depth proprietary insights, targeting opportunities and content solutions, please reach out to Ahu.Terzi@meredith.com