



Our Beauty Debut

THE MEANING of MAKEUP

Beauty@Meredith hosted its first beauty summit today, “The Meaning of Makeup: Finding Beauty in the New Normal,” which brought together researchers, content creators, and retail experts to explore beauty consumers’ evolving relationship with makeup in 2021. In case you missed it, here are a few highlights:

MAKEUP IS STILL MEANINGFUL

89%

of women still wear makeup

88%

are currently shopping for cosmetics

➤ CUTTING BACK

48% are now enjoying a more natural look

➤ NOT CUTTING OUT

87% rely on makeup essentials, 4 products on average

THE MEANING IS DEEPENING

1 in 2

women are less interested in learning about the latest makeup products/trends

...instead, **cosmetics are their new selfcare**

63%

view makeup as a **confidence booster**

26%

say it helps them **maintain a sense of normalcy**

25%

pay more attention to it when they need a **pick-me-up**

Sharing support: “Love” is the top term used in Gen Z’s beauty posts on Twitter, as they share appreciation for others’ looks

SO WHAT? Carving out time to nurture oneself has never been more critical for well-being. Focus on how your products make beauty consumers *feel* better (not just *look* better) to build a deeper connection.

FINDING BEAUTY TODAY

72%

are shopping online for beauty, but only **1 in 4** enjoy doing so

60%

are less likely to buy new products/brands because **they don’t want to waste money**

#1

purchase influence is **past experience**, up 6 points vs. prior to the pandemic

To convert consumers, break down spending barriers



Give them experience.

#1 trigger for new makeup trial is free samples (62%)



Make shift to e-commerce a benefit.

#2 free shipping/returns (58%)



Reduce spending hesitation.

#3 price off promotions/coupons (55%)



Reward investment & increase trial.

#4 free gifts with purchase (50%)



Remove the risk of play.

#5 offer returns of gently used products (41%)

Deals are key: Meredith eCommerce saw a 296% jump in beauty/grooming sales driven via our Amazon Prime Week 2020 coverage vs. 2019

POST-PANDEMIC PREDICTIONS

What will the future of beauty look like?

Women are still split.

80%

plan to return to their usual beauty routines after the pandemic

81%

will continue their newly formed habits

...but they remain excited about it

57%

look forward to having more opportunities to wear makeup and focus on their appearance

53%

look forward to browsing their favorite in-store makeup aisles again

SO WHAT? No matter what their future makeup routines look like, consumers are optimistic about the beauty opportunities to come. Positive, forward-looking ad messaging is likely to resonate as they plan for their post-pandemic lives.

For more information, including proprietary predictive beauty trends, content thought starters, and in-depth consumer insights, please reach out to Ahu.Terzi@meredith.com

Source: Meredith Consumer Connections: Meaning of Makeup Study 2020. Meredith Social Listening, Gen Z consumers, October 2019-October 2020. Meredith Internal Data.