

# Voice of the Consumer: Beauty Survey 2022 Key Highlights

November 2022

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## INTRODUCTION

Scope

Key findings

## SHOPPING FOR BEAUTY IN 2022

Consumers spending more on beauty in 2022

Shopping for skin care products in 2022

Shopping for hair care products in 2022

Shopping for colour cosmetics products in 2022

## SKIN CARE HIGHLIGHTS

Emphasis on hydrating ingredients

Focus on prematurely aging skin

One third do not feel a need to include sunscreen into their daily skin care routine

Previous experience with products is influential when it comes to skin care brands

The importance of hand sanitising has not dramatically declined in post-pandemic routines

## HAIR CARE HIGHLIGHTS

Anti-aging hair treatments are eye-catching for consumers

Hair loss treatments are growing in demand across all ages of consumers

Health-conscious consumers seek natural ingredients in daily hair care

Beauty salon occupancy is back for hair treatments

## COLOUR COSMETICS HIGHLIGHTS

Barely-there make-up for casual days

Minimalism in the everyday cosmetics bag

Consumers are eager to know more about their products

Growing attention to make-up tools

## SYSTEM OVERVIEW

Unique features of Euromonitor's Beauty Survey

Extensive coverage of beauty routines and purchases across 40 products

Detailed questions covering each step in the path to purchase

Questions exploring how consumers perceive 700+ beauty brands

Who we surveyed and what we asked

Country coverage: 20 markets surveyed

Range of research applications

## ABOUT OUR RESEARCH

Information about Euromonitor's syndicated survey methods

Beauty Survey: FAQs

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/voice-of-the-consumer-beauty-survey-2022-key-highlights/report](https://www.euromonitor.com/voice-of-the-consumer-beauty-survey-2022-key-highlights/report).