Euromonitor International

Gen Z Beauty Consumers in Europe: Capturing the Next Generation

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INTRODUCTION

Why read this report?
Key findings
Shaping Gen Z beauty strategies across three key pillars:
Who is the Gen Z beauty consumer?

EXPLORING THE GEN Z BEAUTY CONSUMER IN EUROPE

A generation with growing influence and the power to shape trends and demand change
Gen Z Europeans look for indulgence on a budget more than global counterparts
Gen Z's beauty spending power in Europe is impacted by youth unemployment, income challenges
High quality, value and low price remain key for the Gen Z beauty consumer

EXPLORING THE GEN Z BEAUTY CONSUMER IN EUROPE

For Gen Z, beauty starts with hygiene, confidence and comfort - not price tag
Gen Z have a positive outlook, foreseeing financial and emotional improvements
Gen Z's growing influence is reshaping key European markets
Gen Z Europeans value staying ahead of trends, experimenting and cost-effective indulgence

TRANSPARENCY AND AUTHENTICITY

Authenticity and transparency are most important to Gen Z beauty consumers
Ingredient-led formulas and efficacy drive industry growth in Europe
Gen Z consumers prioritise research, with purchases being informed by "trusted sources"
Gen Z value authentic in-store beauty experiences, despite e-commerce convenience
Parasocial relationships are a way for brands to gain Gen Z loyalty

INCLUSIVITY AND DIVERSITY

Gen Z sparks growth in diversity and inclusion across Europe
Gen Z is leading a cultural shift where diversity and mental health go hand in hand
e.l.f . Cosmetics redefines beauty through inclusivity and diversity
Gen Z crave genuine connection, with a willingness to spend on products that deliver

SUSTAINABILITY

Gen Z balances sustainability with financial and practical considerations
Gen Z faces barriers to accessing sustainable beauty in Europe
Skin care leads in product launches with sustainability attributes in 2024
Garnier's ambitious green beauty commitment drives strong single-digit growth in 2024

CONCLUSION

Beauty redefined through blending innovation with integrity
Opportunities and recommendations
Evolution of Gen Z consumers in Europe
Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/gen-z-beauty-consumers-in-europe-capturing-the-next-generation/report.