

Five Consumer Trends  
Inspire Brand Innovation

## Personal Care & Beauty Insights

### People Feel Inspired by Inclusive Brands

Most consumers want beauty and grooming brands to reflect the diversity of real people, and nearly half of consumers say they purchase brands because they are inclusive:



68%

of consumers would like beauty and grooming ads to reflect real life situations

63%

of consumers are inspired by brands that show the diversity of real people in ads

52%

of consumers believe affordable brands are inclusive

Source: Mintel

### Health & Environmental Impact are Priorities

Most consumers are concerned about the health of their family members, and a growing number of shoppers are weighing the environmental impact of purchases, seeking:

- Honest labels
- Ethical sourcing
- Organic ingredients
- Environmentally friendly products / packages

Source: EY Future Consumer Index

### CBD Appeals to Gen Z

Our Generations 2020 study found four out of five Gen Z consumers are willing to buy CBD-Infused skin and hair care products from a retail store:



40%

Believe CBD calms irritated skin

29%

Believe CBD helps reduce acne and has antioxidants

28%

Believe CBD has moisturizing properties

23%

Believe CBD strengthens hair

Source: Insights In Marketing Generations 2020 Study

### Online Sales Expected to Keep Growing

Global consumers like the convenience and personalization they get with online shopping:



40%

buy most of their beauty products online, up from 14% in 2019

32%

buy most of their personal care products online, up from 7.6% in 2019

Source: EY Future Consumer Index

### DIY Personal Care is Trending

Demand is up for do it yourself personal care due to the affordability and lingering health concerns:



62%

of consumers say affordability is now a factor when deciding whether to go the DIY route, or visit a professional

58%

of consumers are willing to share their personal data for personalized product recommendations and offers

Source: EY Future Consumer Index

### What does it take to connect people to brands?

We listen to people, discover what really matters, and inspire brands to innovate and grow