



# Beauty Trends: The impact of Social Media

Leslie Rendon

FASM 220-N01

Professor Demesko

October 23, 2022



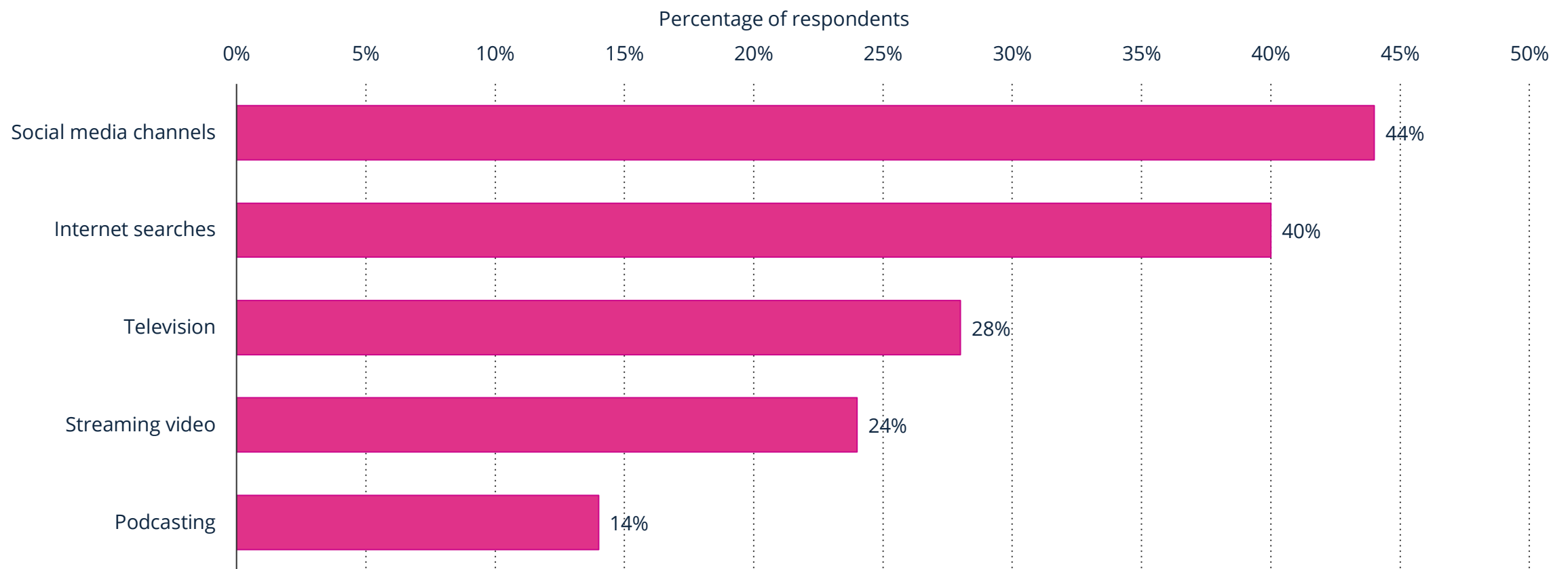
# ABOUT THE BEAUTY INDUSTRY



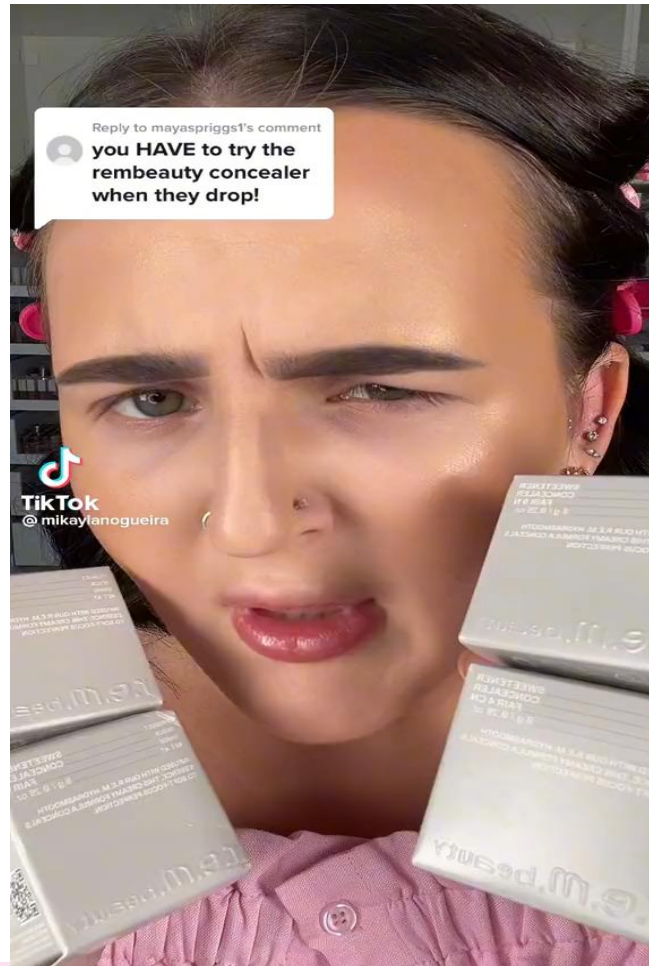
- The beauty industry is constantly growing.
- Brands are constantly creating innovated products that the public haven't seen before or been a while since they have seen a product being made.
- Business are always in the lookout for customers to buy their products
- Social media has a big saying when it comes to promoting new products that brands release
- Social media is the main platforms to look for what product is trending or new, what to add on your makeup kit, or even to look for inspiration.

# Most used channels for beauty and grooming product inspiration and ideas by Generation Z in the United States in 2021

Gen Z's favorite channels for care product ideas in the U.S. 2021



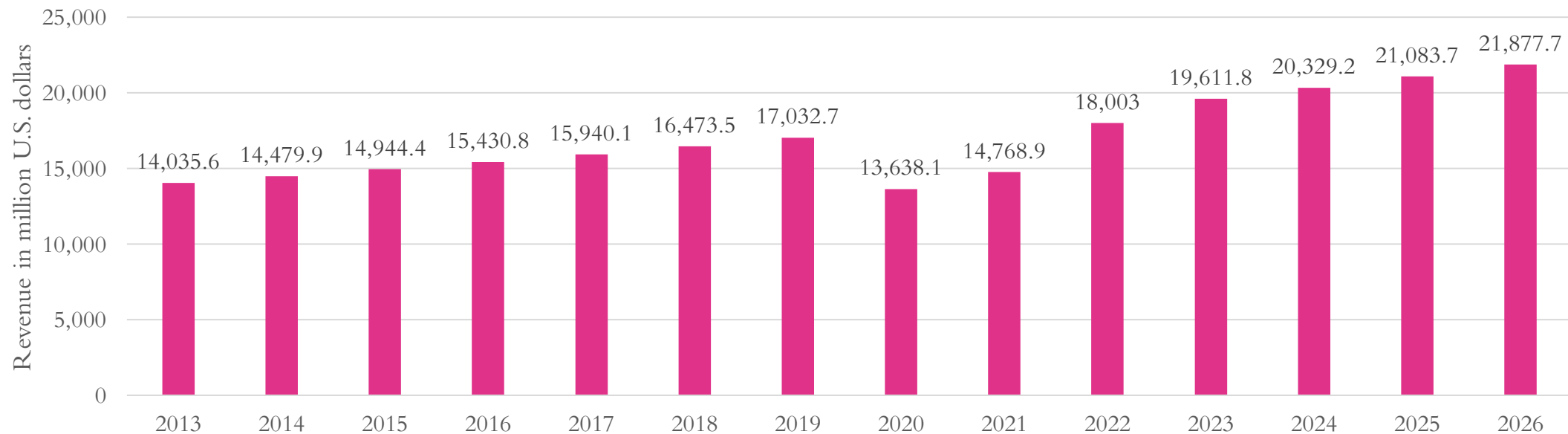
- Social media became a big part of the marketing plan of business when it comes to promoting products
- Influencers have a big impact when it comes to reviewing their products so their audience can buy the product and listen to their opinion about the product
  - Here are some examples on how influencers review the products for the audience.



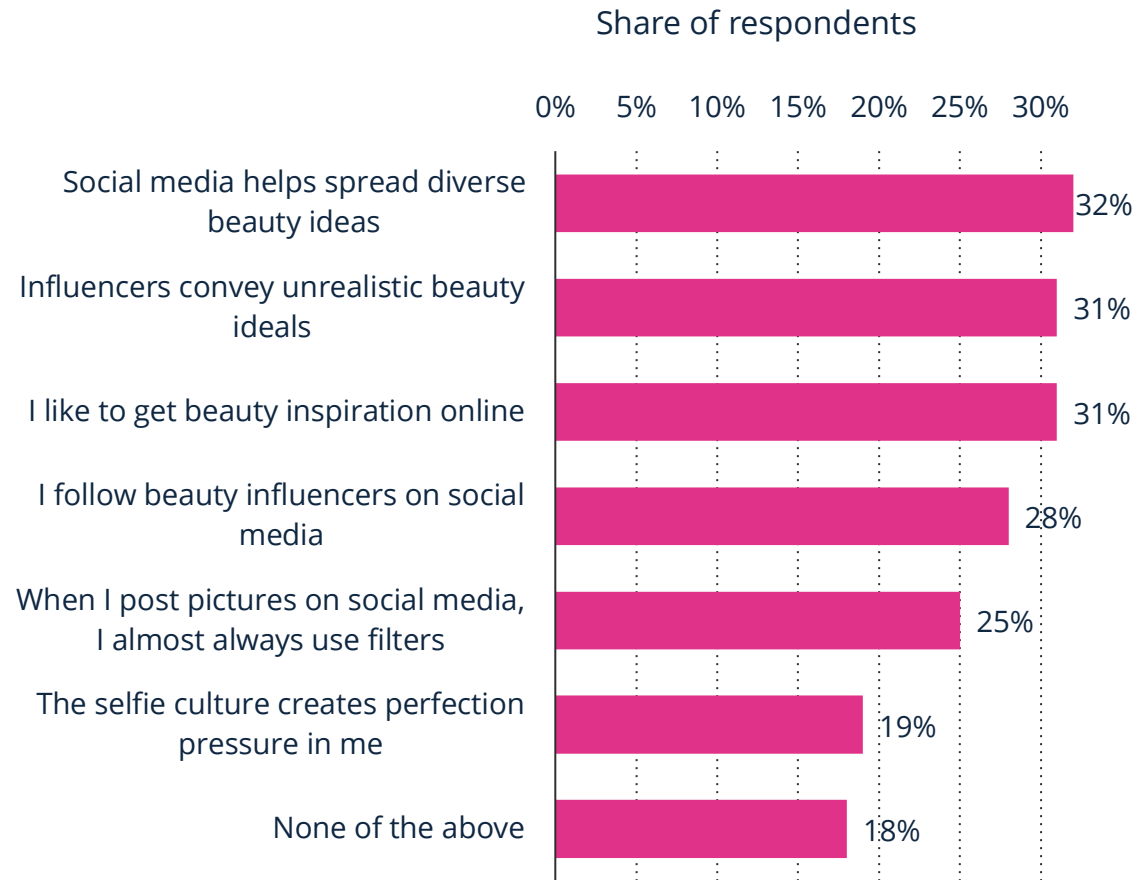
## Revenue of the cosmetics market in the United States from 2013 to 2026 (in million U.S. dollars)

Revenue of the cosmetics market in the United States 2013-2026

- Looking at this chart, it shows how beauty market has grown slowly but surely.
- In 2020, the revenue went down because of COVID-19 but it shows that the beauty industry would never going to be a industry that will be easy to disappeared.
- To prove that the beauty industry would not going anywhere, it show us a preview how the future will look



## Generation Z attitudes towards beauty and social media in the United States 2021



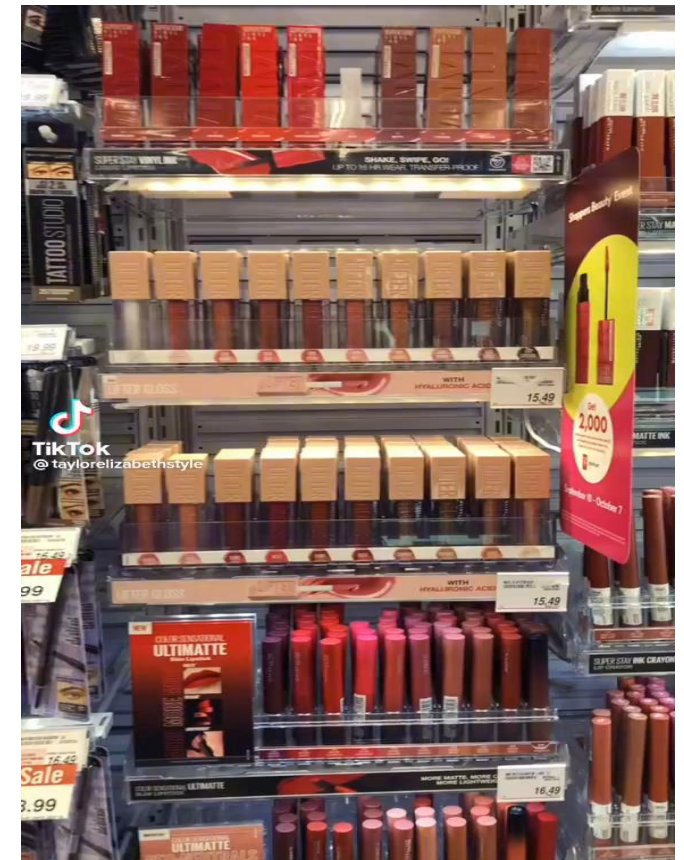
In this chart, it showcases what the Gen Z most rely on when it comes using social media.

Not only it helps to bring inspiration to create a makeup look and watch reviews of new released products , but influencers also tend to create the reviews more fun by creating trends.

Sometimes, high branded products can be replaced by other products that have been in the market for a while and at a lower price.

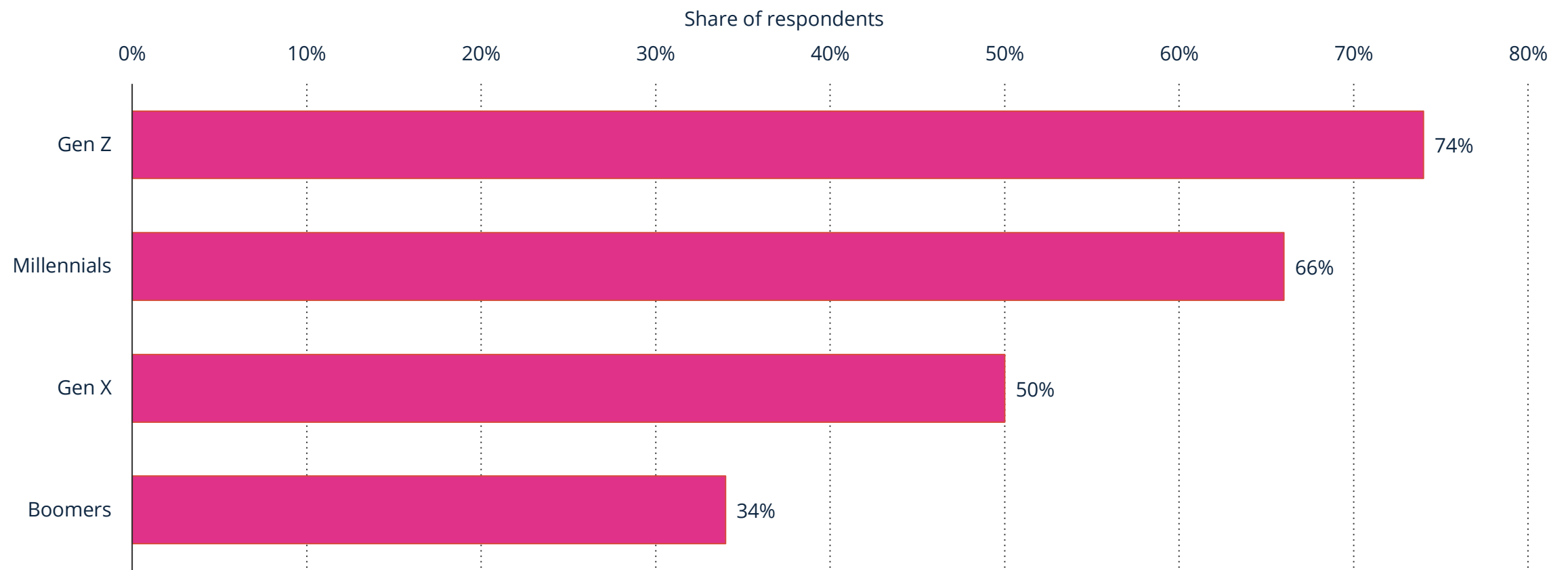


- Like previously been said, influencers start to create trends to get more followers and views and to help their viewers to be smart on their beauty purchases.
- At the same time, this benefits beauty brands because it makes the viewer curious to see if the product will work and to see if the influencers commentary is correct.
  - These are some examples on how influencers create trends by trying the products.



# Impact of influencers on beauty shoppers in the United States in 2021, by generation

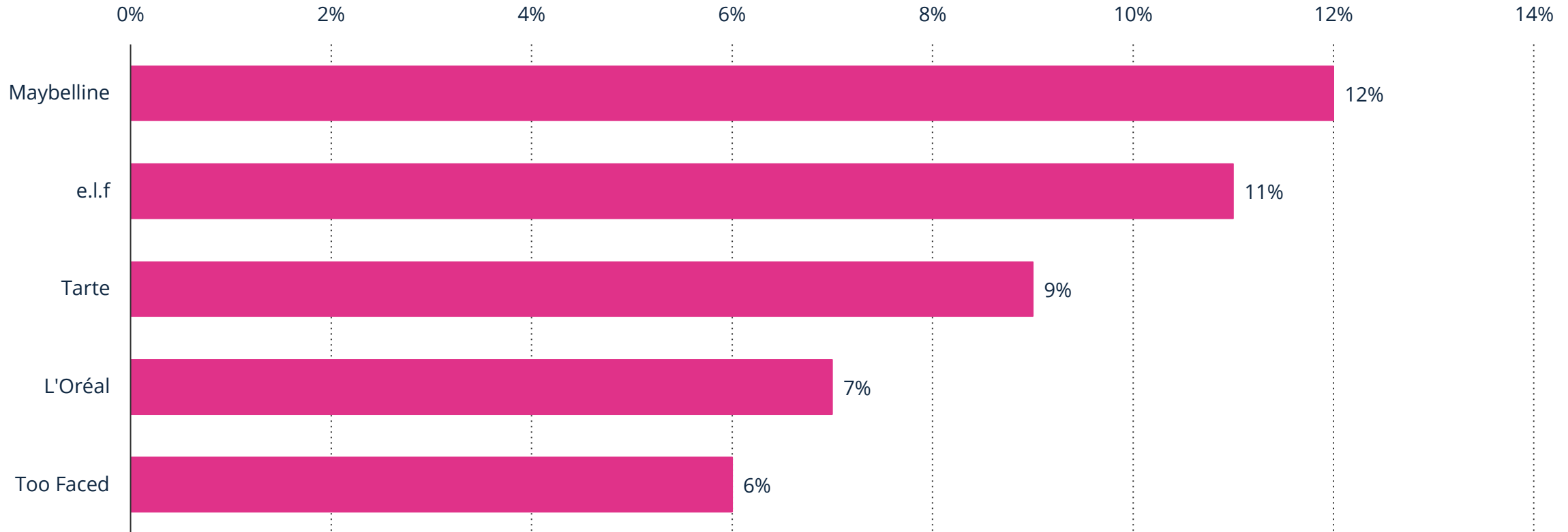
Are you swayed by influencers to buy beauty products?





## Leading cosmetics brands among Gen Z in the United States in 2021

Share of respondents choosing this brand



- Looking at the chart and presentation, influencers are always making trends, and they have created a trend on finding dupes.
- Meaning finding a makeup product that can work just the same or like a high brand product.
- Because of this trend going on, Maybelline is the leading brand in the U.S. which is understandable since influencers have compared high branded products to Maybelline

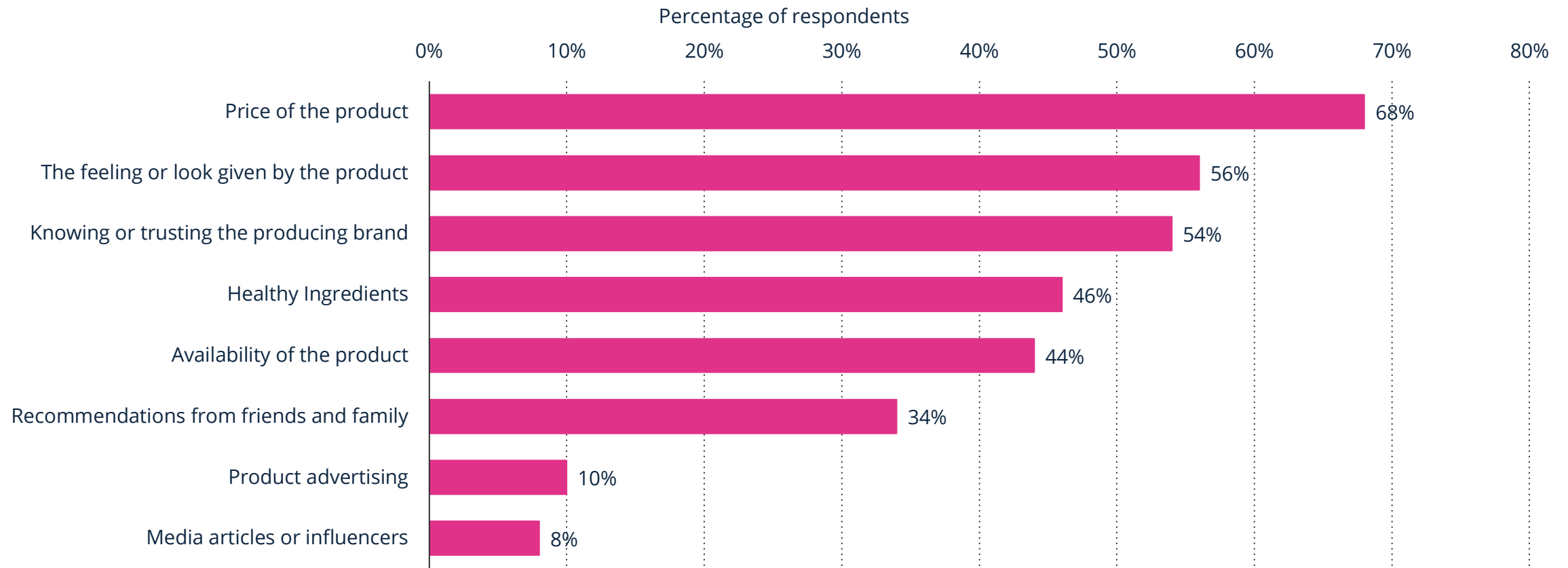
# MY POINT OF VIEW IN THE BEAUTY INDUSTRY



- The beauty industry can be insane when it comes to showing to the world a new product, especially when the product is being introduced to the world of social media .
- Brands know that influencers will be extremely honest when it comes to reviewing a new product, which is what the audience is looking for nowadays.
- It's a big risk to give a product to an influencer to review it because they have the power to influence the people to not buy the product because they did not enjoy it.
- Even if the brand gets good or bad reviews, people will still be going to buy the product because they still want to try it and contradict the bad reviews.
- Customers will also be curious to see how sustainable and clean their ingredients are in the products.
- Not only people are interested in the product, but they are interested who is behind the brand and what are their standards

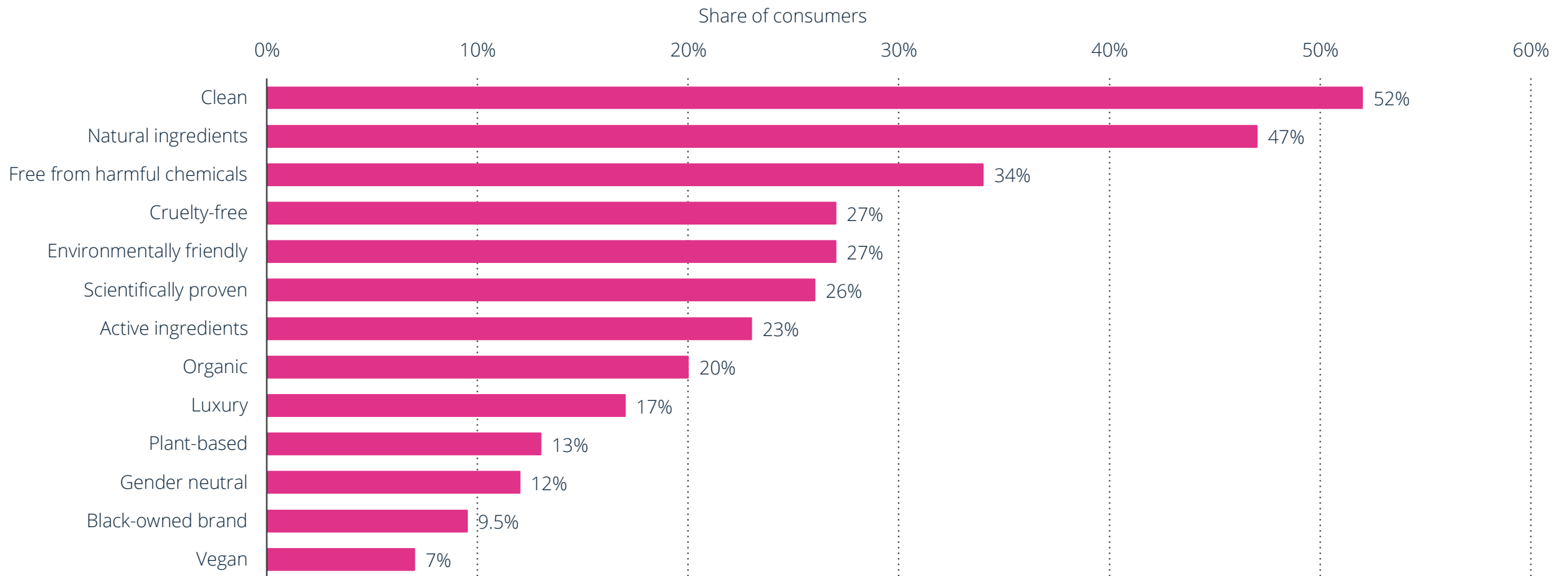
# Most influential factors when choosing beauty and grooming products to buy among Gen Z in the United States in 2021

Leading considerations when buying beauty/grooming products for U.S. Gen Z 2021



# Important product attributes for U.S. consumers when purchasing beauty and personal care in 2022

## Beauty and personal care: important product attributes for U.S. consumers 2022



**Note(s):** United States; 2022

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** Attest; ID 1323187

# Resources

- <https://0-www-statista-com.library.scad.edu/study/110937/gen-z-and-the-beauty-industry-in-the-united-states/>
- <https://0-www-statista-com.library.scad.edu/statistics/1323187/important-beauty-and-personal-care-product-attributes-for-us-consumers/>
- <https://www.forbes.com/sites/forbescommunicationscouncil/2022/02/15/why-social-media-marketing-will-only-become-more-popular-in-the-beauty-industry-in-2022/?sh=427bc3822bb3>
- <https://www.tiktok.com/t/ZTRH3pBFQ/>
- <https://www.tiktok.com/t/ZTRH3sye7/>
- <https://www.tiktok.com/t/ZTRH3ndS6/>
- <https://www.tiktok.com/t/ZTRH3vTLn/>
- <https://www.tiktok.com/t/ZTRH3aSLv/>
- <https://www.tiktok.com/t/ZTRH3H6Rb/>