



# The Changing Face Of Beauty

How the Rise of Wellness and Skincare Creates Opportunity and Growth

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# Introduction

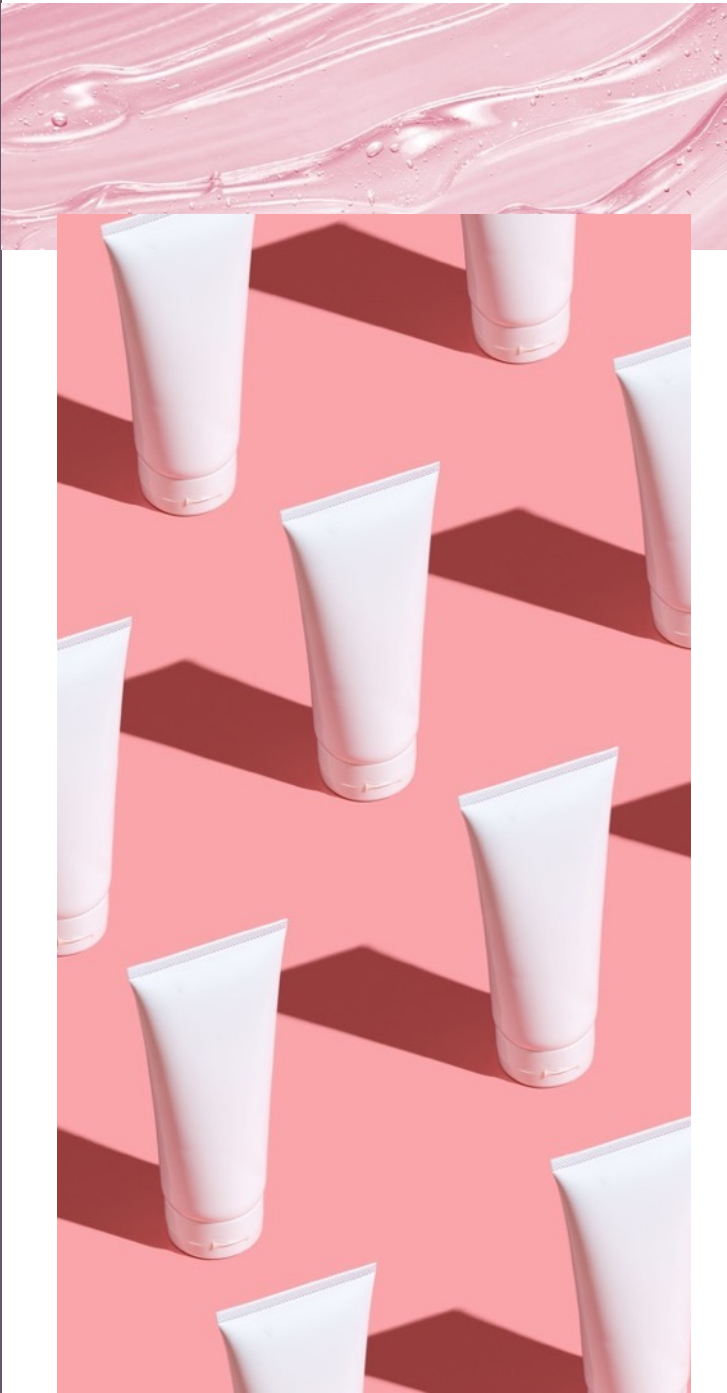
As health and wellness came into focus this last year, skin care rose as a top category for consumers. Rather than rely on color correctors, primers, and highlighters, beauty enthusiasts turned to skin care products to invigorate their skin and reveal a glow from within. As they focused on finding beauty in authenticity, many became skintellectuals, turning to products with high-impact ingredients to address certain concerns.

To no surprise, e-commerce sales have risen as consumers have refined their portfolios to include these new products. **In fact, online sales are expected to grow 10.9% over the next several years in tandem with the skin care market.** As online shopping becomes the norm for beauty consumers, we can expect a systemic shift to reshape the industry. Today's consumers no longer need to frequent brick-and-mortar stores for beauty advice, but instead, can expand their beauty horizons from home.

As the leader in Connected Sampling™, our omnichannel brand experiences deliver a surprise and delight moment. We can help beauty brands lead consumers down the path to purchase when consumer online shopping is at an all-time high.



Alan Verdun  
CEO, Brandshare®



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The background of the slide is a close-up photograph of a liquid, likely oil or a cosmetic serum, with a warm orange or copper hue. The surface is covered with numerous bubbles of various sizes, some of which are large and prominent, reflecting light and creating a shimmering effect. The bubbles are scattered across the frame, with a higher concentration in the upper right and lower right areas. The overall texture is smooth and glossy.

# The Rise of Wellness in Beauty

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# Prioritizing Skin Care

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Wellness has been a priority for consumers for a long time, but these days, they are viewing it through a much broader and sophisticated lens.

Data shows that in the last several years, wellness and beauty have intertwined, with consumers perceiving beauty as looking healthy, becoming comfortable in their own skin, and embracing their values.

This shift has put skin care in a top category for beauty enthusiasts. In fact, when it comes to self-care importance,

**3 in 5 Genzennials say they are serious about their skin care routine**



# Essentials Only

Not too long ago, multi-step routines reigned supreme. However, as consumers began to consider the ingredients in their beauty products, as well as their effects on the body and the environment, the clean beauty category popularized. Consumers began to focus on what they were applying to their skin and have begun to shed steps in their routines.







# Skinimalism

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# “Skincare Minimalism” Is Trending

The goal is to use fewer products that have a bigger impact on skin.



**95% of American women look for specific skin care ingredients, namely:**

	Monthly Searches
Salicylic Acid	74,000
Hyaluronic Acid	60,500
Vitamin C	49,500
Niacinamide	49,500
Retinol	49,500
Benzoyl Peroxide	40,500
AHA	33,100







# Skinsights

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Beauty enthusiasts want products that will not only have an instant effect but will also improve their skin's appearance in the long term.

**In 2021, core skin care product sales grew 15% - 24%**







# Going Green

Consumers are making eco-conscious decisions more than ever before. They are purchasing fewer products, lessening their impact on the environment.

**76% of beauty consumers are now seeking sustainable products**

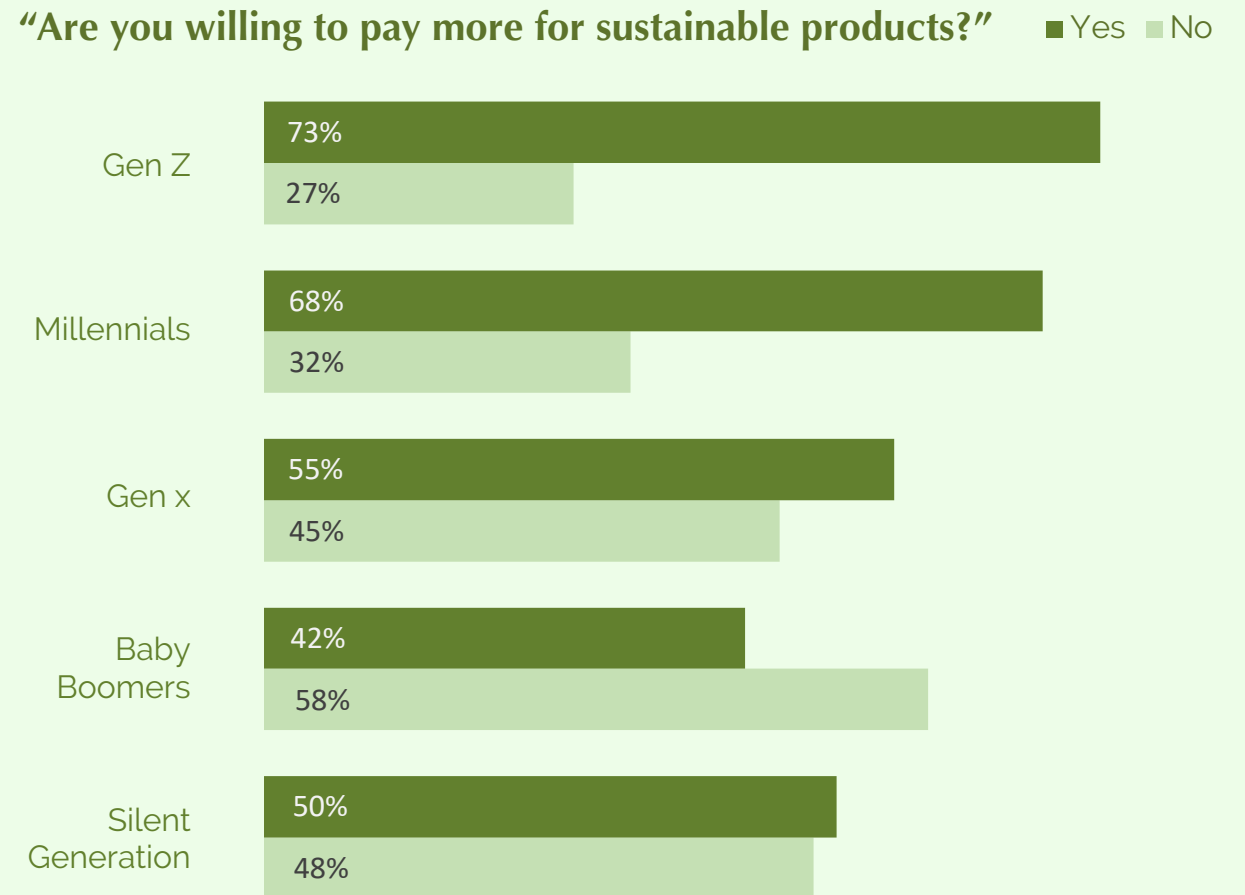






# Worth the Investment

Beauty consumers will put their money toward products they value.





# How Gen Z is Changing the Face of Beauty and Driving Connection

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# Beauty Disrupted

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While beauty consumers are looking to do their part for the environment, Gen Z has been at the forefront for demanding tangible change and social responsibility from brands.

Furthermore, a 2021 study found that taking care of the planet is this generation's #1 concern.

**This is important to consider as Gen Z's combined annual spending power is \$140B**





# How Gen Z Is Changing Beauty

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Gen Z is looking at skin care differently than the generations before them. Beyond looking at sustainability, data shows that:

- +50%** pay close attention to what their skin needs
- 32%** focus only on skin care and do not wear makeup
- 24%** use an average of three products in their routine
- 75%** have purchased a skin care product within the past three months





A woman with short, straight-cut pink hair and bangs is shown from the chest up. She has a soft smile and is looking slightly to the right. On her left cheek, there is a dollop of white cream shaped like a heart. She is wearing a light pink top. The background is a solid light blue color.

# Skintellectuals

**Efficacy and ingredient lists are two key factors competing for Gen Z's time, minds and market share**

In fact, product efficacy is the main factor in whether this generation will try a product. A product's general effectiveness is not enough to arouse interest — they want products that focus on certain concerns with ingredients they care about.





# Pretty Powerful Generation

Gen Z consumers are omnichannel shoppers. They find inspiration for their purchases from a diverse array of sources, with e-commerce platforms as their most mentioned means of product discovery. Because they value authenticity and quality, they are willing to put in the research to find the best products.

**71% of Gen Zers find it important that a brand shares their values**





# Glowing Reviews

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Gen Z cares about product reviews and reads them carefully to gauge brand credibility.

**58% of Gen Z beauty shoppers rely on ratings and reviews**

Actively seeking a trusted two-way relationship with brands, they want to support brands with products that work, that contain priority ingredients, and that educate them.

Source: PowerReviews



# Becoming An Expert In Their Own Beauty

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**1 in 3 Gen Zers take purchase action  
after engaging with and receiving  
product recommendations**

Brands that effectively convey informative content  
will see a higher performance among this audience.







**How can brands connect with Gen Z as they rework their routines and search for skin care products?**

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A microscopic view of a liquid surface, likely water, showing numerous small, light-colored bubbles and several dark, spherical particles. The background is a light teal color with a subtle gradient. A white horizontal line is positioned below the text.

# Connected Sampling Accelerates Purchase Conversion







# Samples Are an Industry Staple

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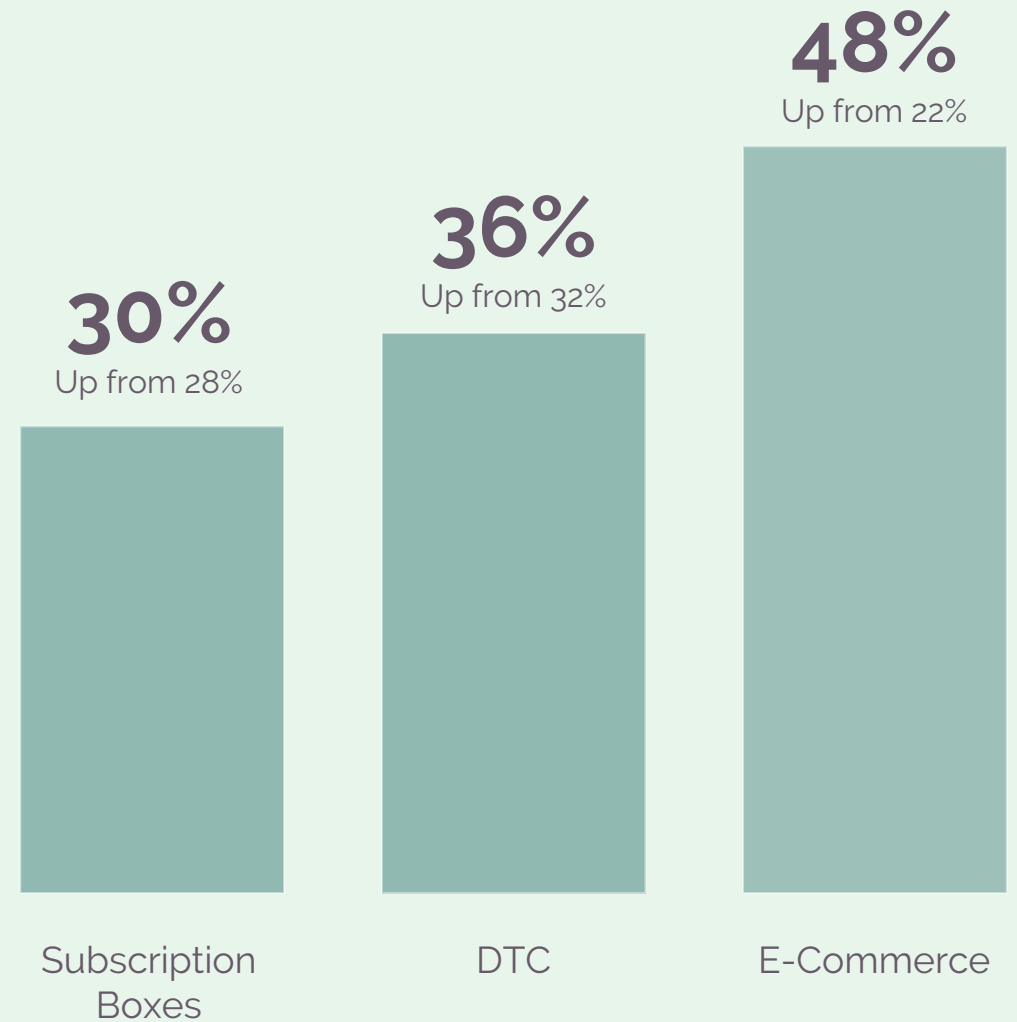
Reach consumers waiting to discover products with a surprise and delight moment.

**75% of consumers are more likely to purchase from new beauty brands after sampling a product**



# In-Home Sampling Methods Are Increasing in Demand

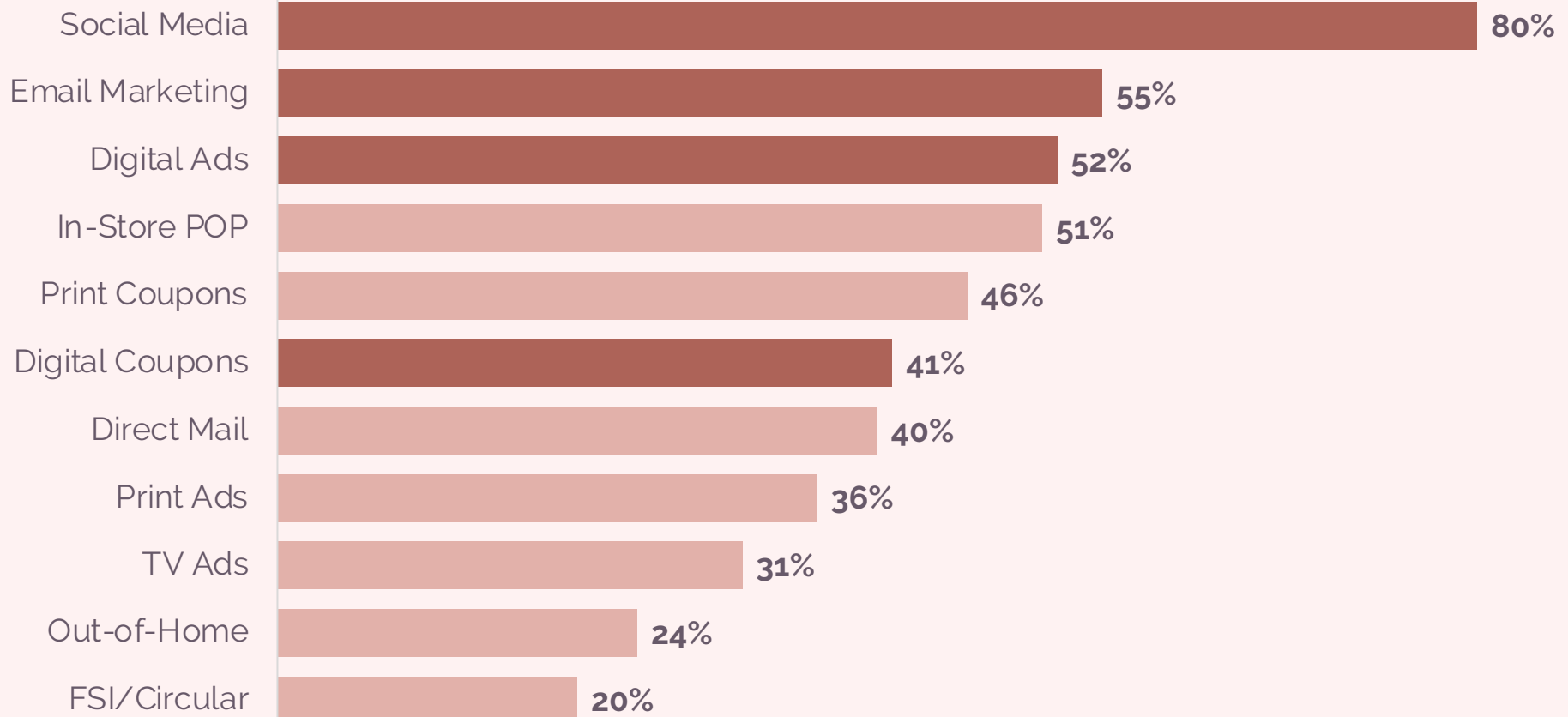
Year over year, marketers have increased in-home sampling initiatives to provide consumers with a brand experience in the comfort and safety of their homes – where product trial is at its highest.





# Continuing the Conversation

Marketers rely on digital, email and social media post sampling distribution as effective, efficient methods to engage a targeted audience.



# Connected Sampling

Stand out in a competitive market with a custom brand experience.

Sampling via e-commerce packages with digital connectivity engages Gen Z in a 1:1 conversation to deliver relevant content, gain valuable information, and drive sales.







# Case Studies

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Connect to Convert: Moving Consumers Down the Purchase Funnel Faster



# Moisturizer Brand

## Overview

A leading skin care brand distributed samples to a targeted group of e-commerce shoppers to effectively reach beauty enthusiasts and consumers with sensitive skin.

Results included increased brand awareness, product trial, consideration and purchase. A custom follow-up survey gathered valuable market research and consumer feedback.

## Details

- Product sample overwrapped with 5" x 7" insert with coupon
- QR code drove to Click2Cart® at a leading online retailer
- Custom consumer survey

## Results

**99%**

Tried product

**80%**

Purchased/  
planned to  
purchase product

**94%**

Would  
recommend  
product

**\$600K+**

Total  
carted  
value



“Received a sample and...  
purchased the big bottle and  
the face wash. Definitely a  
forever customer now!”

– FRANCIS C.





# Facial Cleansing Brand

## Overview

A leading facial cleansing brand distributed samples to a highly targeted group of e-commerce shoppers to effectively reach and connect with appearance conscious, active and college-based women.

Results included increased brand awareness, product trial and the conversion of consumers who previously preferred competitive products. A custom follow-up survey gathered valuable market research and consumer feedback.

## Details

- Product sample overwrapped with 5" x 7" insert with coupon
- Custom consumer survey

## Results

**93%**

Tried product

**+159%**

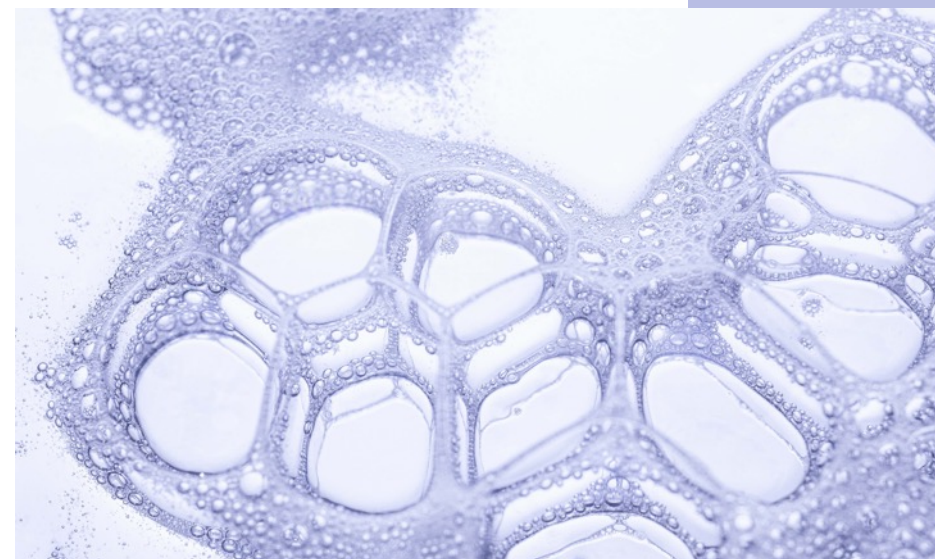
Increase in purchase intent

**27%**

Purchased product

**49%**

Shared experience



“

**Absolutely love my sample!  
Would definitely purchase  
product now.**

–DALLAS J.

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# Looking Ahead

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# Turn Insights Into Action

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## 1. **Connect to Convert**

As consumers prioritize their skin care routines and look for products that meet their needs, sampling new products from home will become a priority. Invite consumers to discover your product through a surprise and delight moment.

## 2. **Make Touchpoint an Educational *and* Conversion Opportunity**

Brands who incorporate digital and add-to-cart technologies into their media mix will have the opportunity to inform and advise consumers about their product. And in turn, increase purchase conversion faster than those who do not.

## 3. **Invest Heavily While Others Pull Back**

With consumer brand loyalty up for grabs, beauty brands who invest can reach an audience that's shopping online more than ever before.



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**To learn how your brand can activate a Connected Sampling™ campaign, contact:**

Matthew Sussberg | [msussberg@brandshare.us](mailto:msussberg@brandshare.us) | 917-860-3117

