



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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- **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/gen-z-beauty-consumers-in-europe-capturing-the-next-generation/report.