



Euromonitor  
International

# Voice of the Consumer: Beauty Survey 2023 Key Highlights

November 2023

## INTRODUCTION

Scope

Key findings

## FOCUS ON WOMEN'S UNIQUE NEEDS

Tailoring beauty sphere to navigate wellness preferences

Dermocosmetic product exploration differs across life stages

Empowering individuality

## THE AGE OF MEN'S SELF-CARE

Confidence-embraced self-care

Individualised hair and beard care for modern men

Salon grooming divide between men and women

## SCENTS: FRAGRANCE SHOPPING IN 2023

Perfume journey through different cultures

One scent does not fit all

“Scent-sational” perfume purchase experiences

## COSMETICS SHOPPING IN 2023

Shopping for colour cosmetics products in 2023

Beauty shoppers often choose to buy lip products in physical stores

In discovery of affordable luxury

## SYSTEM OVERVIEW

Unique features of Euromonitor's Beauty Survey

Extensive coverage of beauty routines and purchases across 40 products

Detailed questions covering each step in the path to purchase

Questions exploring how consumers perceive 700+ beauty brands

Who we surveyed and what we asked

Country coverage: 20 markets surveyed

Range of research applications

## ABOUT OUR RESEARCH

Information about Euromonitor's syndicated survey methods

Beauty Survey: FAQs

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **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/voice-of-the-consumer-beauty-survey-2023-key-highlights/report](https://www.euromonitor.com/voice-of-the-consumer-beauty-survey-2023-key-highlights/report).