



**Euromonitor  
International**

# The Impact of Demographic Shifts on the Future of Beauty and Personal Care (Part 1)

January 2025

## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Key population and demographic shifts impacting future beauty consumption

All aspects of beauty and personal care consumption impacted by demographic changes

## AN AGEING POPULATION

The population is becoming older, but at different paces around the world

With larger cohorts entering older adulthood, brands follow individuals for longer

Key ageing demographic turning points in top three beauty and personal care markets

Purchasing power fluctuates by country, but at world level, older generations rank highest

Despite higher purchasing power, Baby Boomers purchase beauty least frequently

Across generations and countries, value for money, quality and suitability are key factors

Domohorn : Winning Japanese Baby Boomers through direct marketing

Adapting now to ageing concerns will give head start in world with more mature consumers

## SHRINKING HOUSEHOLDS

Single person households are the fastest growing household globally and in every region

Higher fertility rates not a guarantee of growth for baby and child-specific products...

...but rising age of mother at childbirth contributes to premiumisation and elevated offerings

Mustela: Navigating the quantity-quality trade-off in baby and child-specific products

Shrinking households to impact pack sizes, genderless positioning and private label

Beauty players pivot to adjacent segments such as pet care grooming, shampoo and perfume

Households maintain active beauty routines, especially those with children and other adults

Prioritise premiumisation , multifunctionality and gender-neutral amid shrinking households

## GENERATIONAL BEAUTY

Generations Alpha and Z will account for the bulk of fastest-growing beauty markets

The line between generations becomes increasingly blurred

To attract Gen Alpha, beauty brands adultify categories and focus on fun

Digitally-native Gen Z is value-driven and price-sensitive

To attract Generation Z, beauty brands focus on gentle formulas and prevention

Millennials are developing more extensive hair care routines, compared to previous year

Millennials seek out preventative solutions and clinical approaches

To reach Gen X , beauty brands need to balance between digital and traditional info sources

Gen X is looking for solutions-orientated beauty products, efficacy and age-positivity

From Ingredient-Led to Medicalization with the Epidemiological and Silver Economy Shifts

Brands with a deep understanding of their target generation will successfully build loyalty

## CONCLUSION

Recommendations/Opportunities for growth

Evolution of demographic dynamics and the beauty and personal care industry

Questions we are asking

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-impact-of-demographic-shifts-on-the-future-of-beauty-and-personal-care-part-1/report](http://www.euromonitor.com/the-impact-of-demographic-shifts-on-the-future-of-beauty-and-personal-care-part-1/report).