



**Euromonitor  
International**

# Voice of the Consumer: Beauty Survey 2025 Key Insights

September 2025

## VOICE OF THE CONSUMER: BEAUTY SURVEY 2025 KEY HIGHLIGHTS

Why read this report?

Key findings

### INTRODUCTION

Understanding today's beauty consumer: Hyper-informed and value driven

### BEAUTY THAT IS BUILT TO LAST

Beauty as a long-term investment in health and longevity

Understanding the Timeless Beauty Seeker : Skin care priorities

Business case: Shiseido launches Bio-Performance Skin Filler for at-home usage

### LUXURY FOR THE ROOTS

Proven results and science define luxury in beauty

Understanding the Luxury Beauty Shopper 's hair care routine

Business case: Nutrire delivers medical formulation and targeted solutions

### STRATEGIC SELF-CARE

When time is money and quality is value: The strategic use of at-home beauty solutions

Understanding the Beauty DIYer: Beauty product purchase motivations and behaviours

Business case: OPI launches its first at-home gel nail kit for regular consumers

### CLEAN SCENTS

Clean scents, conscious choices

Understanding the Clean Beauty Advocate : Perceptions of scents

Business case: Rare Beauty launches fragrance layering balms to personalise perfume

Business case: Aptar Beauty introduces directly refillable spray on the perfume bottle

### BEAUTY SHOPPING IN 2025

Shopping for colour cosmetics products in 2025

Shopping for skin care products in 2025

Shopping for hair care products in 2025

Shopping for fragrances products in 2025

### ABOUT OUR RESEARCH

Why is Euromonitor's consumer insights data unique?

Overview of Voice of the Consumer: Beauty Survey

Voice of the Consumer: Beauty consumer types 2025

## 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-2025-key-insights/report](https://www.euromonitor.com/voice-of-the-consumer-beauty-survey-2025-key-insights/report).