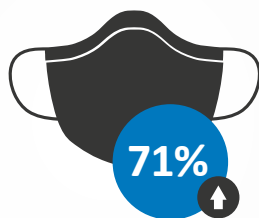
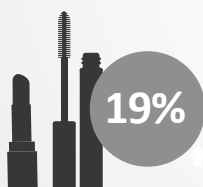


Consumer Perspectives on Makeup

Given the realities of working from home, physical distancing, and mask wearing, the importance of wearing makeup has lessened among women in the U.S. At the same time, consumer shopping behavior and attitudes toward purchasing makeup have shifted. **Here's a closer look ...**

27% of women who wear makeup say they are using it less often than they did a year ago.
19% are using it more often.



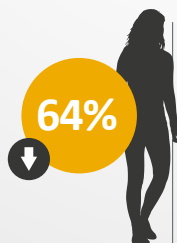
71% of women who wear makeup in the U.S.

said that they wear makeup less often due to COVID-19 lifestyle changes.

60% of women report using products with natural ingredients.



Makeup usage declined in 2020 vs. 2018.
64% of women ages 18+ use makeup,
down -3% points from 2 years ago.



Internet is the #2 source of information on makeup products (41%, up 4% vs. 2018).

Online purchasing incidence is 49% in 2020, up 8% vs. 2018.



Our new **2020 Makeup Consumer Report** provides the consumer perspective on the makeup category to reveal how and why women are using makeup products in 2020. An update of the report released in 2018, this year's edition features new insights on women's attitudes toward the makeup category, shopping behavior, purchase influencers, and brand awareness, usage, and perceptions. It also provides a look at how makeup purchase behavior has shifted during the public health crisis and a new view of the Gen Z makeup consumer.

Source: The NPD Group/Makeup Consumer Report, 2020

Get more makeup insights. Contact your account representative, call 866-444-1411, or email contactnpd@npd.com.

