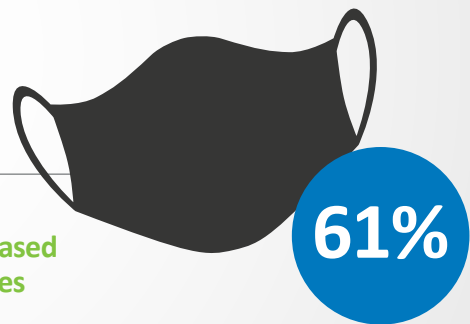


Preparing for New Shifts in Consumer Behavior

The makeup category remains challenged, amplified by more than a year of masks and social distancing, as usage is deeply connected to social occasions. Now, as consumers are returning to experiences outside their homes, what has changed? Are you ready to adapt to new behaviors? **Here's a closer look ...**

Early in the pandemic period last year, 60% of makeup users reported they were wearing less makeup. This year, 61% say they will go back to their pre-pandemic routine once things normalize.



20% of makeup consumers purchased makeup while on social media sites in the past year.



10% said they prefer to buy a product online and pick it up at the store.

19% prefer to shop on impulse and do not plan a purchase ahead of time.



Discover how and why women use makeup in 2021. Our **Makeup Consumer Report** gives you the consumer perspective on this evolving category. This year's edition features new insights on women's attitudes toward the makeup category including, their interest in makeup/skincare hybrid products and getting online advice from a beauty expert. It also provides insights on shopping behavior and purchase influencers, as well as brand awareness, usage, and perceptions. It provides a special focus on how makeup purchase behavior has shifted during the past year.

Source: The NPD Group/Makeup Consumer Report, May 2021

Want more insights like this?
Contact Jackie Wagner at jackie.wagner@npd.com.

