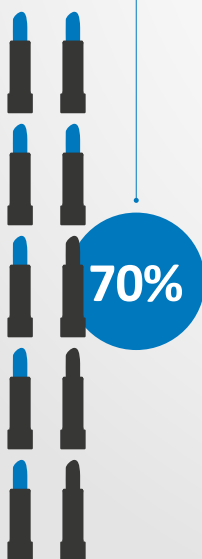


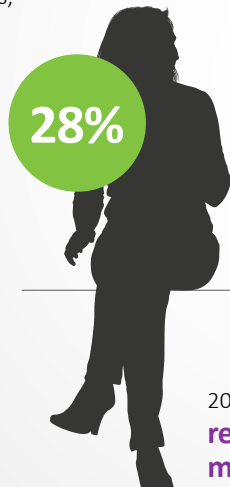
# The State of Makeup Usage in the U.S.

Women are gradually returning to their previous makeup routines now that most mask requirements have been lifted and more people are returning to workplaces, activities, and travel. **Here's a look at our latest U.S. insights:**

Among U.S. makeup users, about 70% reported **reverting to previous routines or wearing more makeup than they did earlier in the pandemic.**



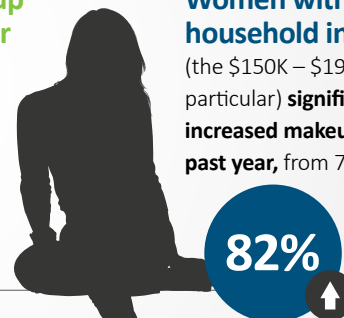
**28%**  
**28% of total makeup users say they wear makeup because it brings them joy.** The number is significantly higher for **Gen Z (46%) and Millennials (36%).**



20% of makeup users aged 13+ **reported wearing makeup more often compared to year ago.**



**Women with higher household incomes** (the \$150K – \$199K group in particular) **significantly increased makeup usage in the past year, from 74% to 82%.**



As pandemic-related safety became less of a concern, **makeup users' preference shifted toward shopping in stores that allow them to self-test products:** 36% of makeup users, up 3 points from a year prior.

Discover what U.S. beauty consumers want and how to deliver it. The just-released **Makeup Consumer Report** provides a new picture of the makeup market with data straight from consumers, plus our expert industry analysts' perspectives for context.

Source: The NPD Group/Makeup Consumer Report, U.S., May 2022

Want more insights like this?  
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