

FRAGRANCE AND PERSONAL CARE

## One-third of Gen Z opting for 'no-makeup makeup' as pared-down beauty gains popularity: report

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*This year's 48-page report reveals Gen Z's cross-category preference for hyper-personalization and pared-down products. Image courtesy of Kyra Media*

By AMIRAH KEATON

From the Cerave craze to the rise of the "clean girl" aesthetic on social media, Zoomers appear to be going back to basics across the board, for skincare, makeup and more.

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According to global creator economy company Kyra's second annual state-of-the-union, beauty is seeing a paring down of daily products, as well as an expectation for personalization that extends across drugstore and department store aisles, from its younger patrons. Newly-released findings detail the demographics' past, present and future consumption patterns, with insights pulled directly from consumers and creators alike.

"After the overwhelming success of our 2021 report, we are so proud to be back with a deeper analysis," said Marina Mansour, vice president of beauty and wellness at [Kyra Media](#), in a statement.

"This report helps contextualize key behaviors and insights so that brands, advertisers, retailers, and content creators can determine the best practices for engaging and resonating with Gen Z audiences."

For the report conducted in partnership with Blended, Kyra's dedicated TikTok-native beauty platform, the firm surveyed 1,000 18 to 25-year-old consumers and a handful of TikTok content creators across the U.S. and U.K. from July to August 2022 via email and Instagram.

This season, skin is in

Kyra's and Blended's "2022 Gen Z State of Beauty Report: Then, Now, & Next" gives a lay of the beauty landscape, covering all things generationally-relevant to those born after 1996.

The 48-page report reveals Gen Z's impact on the industry at large, its overarching themes quite simple both hyper-personalization and pared-down products resonate most potently when it comes to the generation's potions of choice.

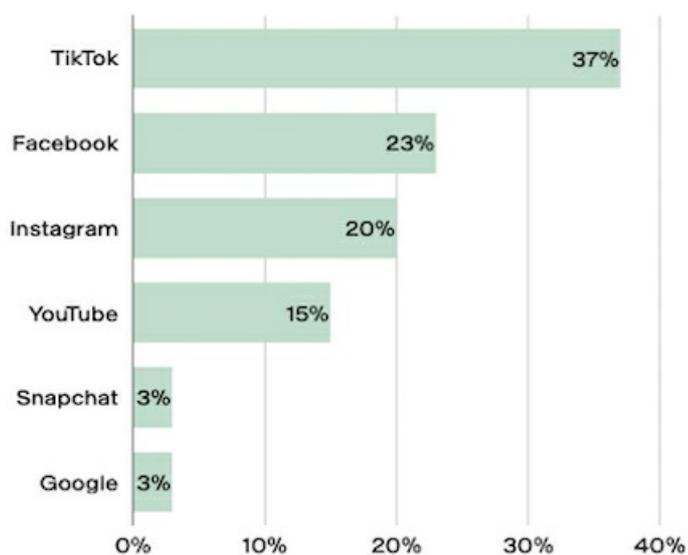
In this second installment, the company presents the current likes and dislikes of the influential generation by focusing on four categories: skincare, fragrance, hair and makeup.

This season, many Gen Zers are taking a skin-first approach the top-ranking category is a primary focus for 30 percent of beauty creators at the moment.

Moving away from a desire to cure symptoms that pair well-with teenage years such as acne, the industry is fielding the novel group's departure from acne concerns and other texture treatments, and arrival into attempts at adult skincare.

### **first and foremost, this gen is getting all their skincare knowledge from tiktok**

*We asked our audience which social media platform they learned the most about maintenance for their skin type...*



*Gen Z's knowledge still derives primarily from short-form video platform, TikTok, similar to last year's report. Image credit: Kyra Media*

Armed with an arsenal of information on the body's largest organ, those leaving their late teens and entering their early twenties are entertaining preventive maintenance routines.

Here, items such as hyaluronic acid, face masks, sunscreen and serums are all the rage, and names like Cerave reign supreme the dermatology-driven, ceramide-obsessed line is Gen Z's holy grail skincare brand, ranking number one for face and third among all body products used by the unit.

40 percent of the wellness-conscious cohort ([see story](#)) reporting that their skincare jounries are linked with a sense of personal well-being also checks out.

Additionally, a third expressed positive results from their skincare journeys over the last two years, with 23 percent of respondents tying progress to a dedicated use of products. Before-and-after content from brands could help to feed the highly-visual group.

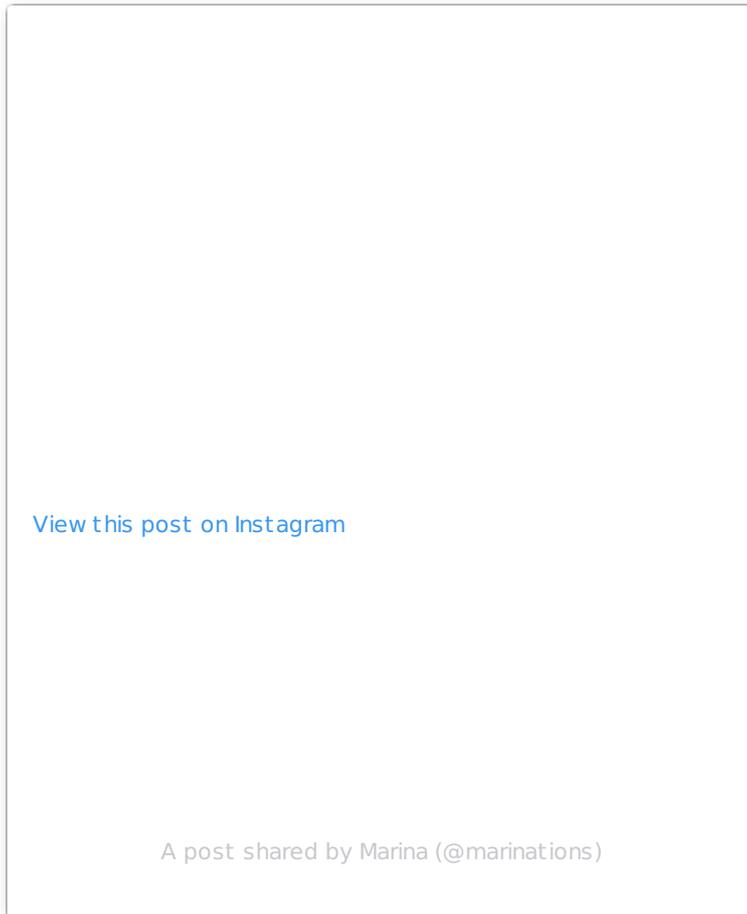
With ever-expanding skin know-how, the collective could be ripe for the introduction of tools like jade rollers and traditional Chinese "Gua Shas," providing marketers with an opportunity to double demographic fan base solutions like these have already proven effective with their millennial counterparts, as cited by the report as Gen Z runs toward results-oriented anti-aging regimes with a quickness.

In terms of future trends, beauty's new wave could also very much be marked by body care.

Oft overlooked, research reflects Gen Z's growing interest in the sector. Vitamin C stands as the group's most desired ingredient, and three-quarters of survey respondents have a dedicated bodily skincare routine.

As their skin improves, it seems Generation Z is aptly applying a lighter touch on the makeup front. Findings oppose

yester-year's "Euphoria-face," which encouraged bright colors and maximalist makeup and corresponded with the 89 percent of respondents who expressed an affinity for more intense coverage ([see story](#)).



It turns out that a third of respondents are forgoing makeup entirely, opting to stick with just skincare day-to-day. When they do turn to their makeup bags, a subtle

The insight could lead audiences to expect Glossier-type entities to explode, but Emily Weiss' brainchild takes the eighth spot on branded daily use list. Drugstore makeup at more accessible price points is thriving. E.L.F. Cosmetics, Maybelline and NYX front the pack.

Yet again, performance molds the next frontier for the category, as setting sprays and liquid mixes that enhance wear for longer timespans.

Speaking of skin, scalp care emerges as young consumers seek to get to the root of healthy tresses.

This is where education and segmenting collide, as the era of education hits hair care. 60 percent listed hair type as a top priority for product purchases, when prompted, while a greater majority, or 74 percent, were able to define their wavy, curled, coiled or straight strands with specificity across the texture spectrum, a la 1a/1b/1c to 4a/4b/4c.

Composition-wise, proteins proliferate as the number one planned hair care purchase for Gen Z.

Here, the Olaplex-effect takes hold fueled by VC-backed funding rounds, companies sitting at the intersection of science and technology are using their respective marketing budgets to educate consumers, in a move that mirrors skincare segment efforts of years past.

"It is no secret that the beauty industry at large has a close eye on Gen Z, as they are redefining what beauty means across various subcategories," Ms. Mansour said.

Front-row fragrance

After a period of limited exploration due to lockdowns, interestingly, the digitally-native group is most readily exhibiting an openness to olfactory experiences.

Thus, self-care enthusiasts are ripe for marketing's magic, especially within the experiential department, as far as smells are concerned.

Engagement with Eau de Parfumes is trending upward, both online and off. 21 percent of Gen Zers use fragrance

daily, while 60 percent own over 3 perfumes 31 percent own 3 to 5 total options, and 16 percent own 6 to 9.

18 percent say they look for fragrances that help them express their personality, in an extension of relaxation and de-stressing practices.

Fragrance is also fairly experiential, serving as the base for in-store visits and more intimate interactions, in a bid for early and extended brand affinity, on behalf of everyone from pop stars to luxury brands looking to get in with their up-and-coming customer base.

Other drivers of conversion include packaging 57 percent noted a perfume bottle's appearance played a major part in their decision to buy, while 36 were driven to purchase by creator-promoted content.

The phenomenon makes sense when one considers that the category is comparable in pricepoint such as small leather goods, allowing those with budding net worths to own their own piece of the luxury pie, inviting them in at a fraction of the cost.

Last year, self-expression and creative freedom were most important to beauty, according to Kyra Media's 2021 report ([see story](#)). This year's first-time additions of the hair care, body care and fragrance subcategories enhanced key takeaways.

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