



FACES

The High-Value Beauty Consumer

OVERVIEW

Understand how the online shopping behavior of your high-value beauty shopper changed throughout the past year to better map their customer journey. Use these insights as a benchmark against your own data and forecast how online shopping behavior will continue to evolve over the next couple of years.

WOMEN,
age 25-34



DATA

Over the course of 2022, we saw:

Key Metrics	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Top Hour To Visit:	12 PM	12 PM	12 PM	12 PM
Top Hour To Purchase:	12 PM	12 PM	12 PM	12 PM
Top Day of Week:	Thu	Wed	Mon	Fri
Latency:	3.08 Days	2.92 Days	2.25 Days	2 Days
Prior Website Visits:	4	4	3	3
Mobile 1st Visit %:	74%	74%	77%	77%
Mobile Purchase %:	74%	74%	77%	77%
AOV:	\$130.38	\$127.12	\$126.41	\$118.27
Items Per Order:	5.21	4.87	5.19	4.21

*All times are in local time

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KEY TAKEAWAYS



The beauty shopper is a bargain shopper: within our dataset, we saw that **4th of July (Monday) as well as the Black Friday (Friday) sales exceeded the previous year's numbers beyond expectations.** Overall, Monday and Friday were the best days of the week for the high-value beauty shopper to make a purchase during the second half of the year.

Heavy promotions in the second half of the year (**around 4th of July, Labor Day, Cyber Week, and especially the holiday season**) lead to customers buying more quickly and researching less in order to snatch up deals.



Mobile is driving increasingly more orders and site traffic and plays a significant role in the high-value beauty customer's journey. Based on our dataset, **most orders placed during Q4 were on sale or exclusive offer days**, leading to a lower AOV compared to the rest of the year.

Orders and searches peak in the evening at 5 PM (local time), so the high-value beauty customer is more likely to be active online from noon onwards.



During the 2022 holiday season and concerns about rising inflation, people cut back on non-essential shopping, leading to an overall **decrease of 7% in AOV from Q1 to Q4.** Conversely, in 2021, luxury beauty and self-care items were a crucial gift (for both others and the self), so AOV **increased 22% from Q1 to Q4 2021.**

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KEY TRENDS



While the beauty industry is predominantly catered to women, **the male beauty industry is a growing trend.** Within our dataset, men contribute to at least one quarter of the overall beauty sales. This is only expected to increase over time.

Viral trends catch on exceptionally fast and need to be reflected in a brand's product categories and beauty routines. Recent trends include copper hair, siren eyes, cleanical beauty, grunge makeup style, bolder hair accessories... the list goes on. Staying updated with current trends will keep your brand fresh and relevant to engage your customers.



We are also seeing diversification in the age ranges of shoppers; while the high-value shopper is aged 25-34, those aged 35-44 are seeing a dramatic increase in behavior: online traffic is up almost 100% YoY and revenue contribution is up over 20% YoY from 2021. Those in the 35-44 age bracket are purchasing almost as frequently as our high-value customer demographic so older shoppers are not to be ignored.



The lipstick effect (a term coined in 2001 by Estee Lauder's Leonard Lauder to describe the phenomenon of people splurging on small indulgences, like lipstick, during recessions when they can't spend on big ticket luxury items) **will continue to bolster beauty industry sales,** as shoppers will treat themselves to self-care and cosmetics products. We can expect beauty brands to see an uptick as people may prefer to indulge in smaller luxury now that they are cutting expenses in high-spend areas.



During the pandemic, we saw a significant increase in specific beauty segments, like skin care, hair care, and personal care.

Consumers — high- and low-value alike — were spending more time and money on their own wellness, as well as gifting luxury essentials to help loved ones care for themselves.



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FACES 2023

DOWNLOAD:



We compile high-value shopper data across industries into our annual FACES report to analyze customer shopping trends. For a full breakdown of high-value customer insights across industries like Fashion, Food, Gifting, Pet Supplies, and more, check out our full FACES 2023 report at netelixir.com/faces.

THE 2025 SHOPPER...

- Is heavily concerned about clean ingredients and supporting sustainable brands
- Follows (or, at the very least, tries to follow) the latest trends popular on TikTok and other platforms, while continuing to express her own individuality and personality
- Primarily searches and shops on mobile
- Focuses on high-quality products rather than fast-fashion and fad items
- Isn't afraid to change brands and shop around for a discount or sample-size and gift sets to try before committing
- While beauty's high-value shopper will most likely remain a woman between the ages of 25-34, the beauty shopper of the near future will be diverse and expect brands to cater to a range of gender expressions, skin tones and types, and personal customizations



This report and our FACES data are powered by NetElixir's proprietary digital marketing platform, LXRInsights, which offers predictive insights into your high-value customers. By engaging and winning your high-value customers, you can learn which touchpoints yield the most conversions to more effectively allocate your marketing budget and plan your promotions. Request your demo at netelixir.com/try-lxrinsights.

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