Deep Dive Beauty & Care

Consumer Generation-Study

FEBRUARY 2025

Luxury Study: 1,000+ consumers were surveyed on values, attitudes, understanding of luxury & (purchasing) behavior

The survey* included deep dives into various sectors:

PREMIUM & LUXURY (BASE-STUDY 2024)	**FASHION & RETAIL** (DEEP DIVE)	**TRAVEL & HOSPITALITY** (DEEP DIVE 2024)	**CONSTRUCTION & LIVING** (DEEP DIVE 2024)	**BEAUTY & CARE** (DEEP DIVE 2025)

The study provides a representative sample of the so-called **upper segments**, i.e., the top thirty percent of the German population. This considerably large segment has obtained definite relevance when it comes to the market of premium and luxury products, even if, for example, high-price purchases are made selectively only.

*Respondents (n=1058) were equally divided between male and female and represent the current 5 consumer generations. 3 screener questions were used to determine whether respondents come from HHs who regularly purchase luxury products.

Consumer generations at a glance

1994 · 1982 · 1966 · 1946

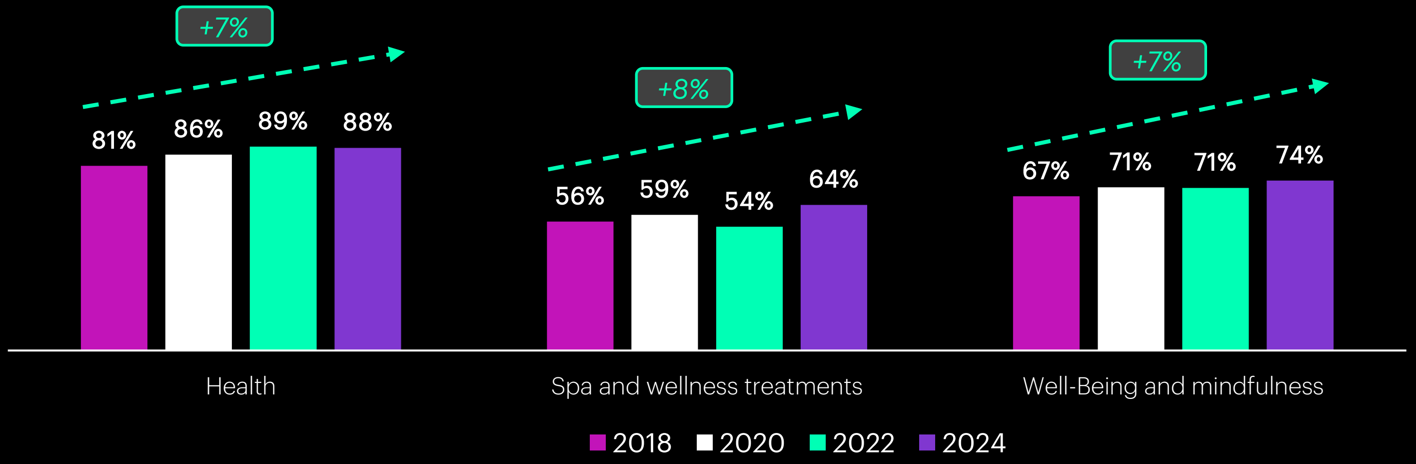
	Gen Z	Millennials	GenX	Baby Boomer	Silent Generation
	"The critical"	"The hungry"	"The modern"	"The arrived"	"The invisable"
VALUES	Fun and joy Financial Independence Professional success	Family & partnership Own car Fun and joy	Financial independence Security in day-to-day life Family & partnership	Financial independence Good manners Health & fitness / Family & partnership	Social justice & ecolog. Sustainability Family & partnership Good manners
DESCRIPTION	**18-29 years** Characterized by crises in politics, economy, environment and peace - and above all Corona! Severe loss of values in 2024 as an expression of deep frustration or ostentatious protest. Opposite pole to millennials!	**30-41 years** Grew up in economic prosperity and growth. Are now adults and confidently live and express their aspirations for societal leadership.	**42-57 years** The "VW Golf" generation is celebrating its 50th birthday and is at the zenith of its life. They are struggling to find a balance between success & security, family & friends and taking care of themselves.	**58-77 years** Careers in the growth miracle, peace and freedom of the '68ers, reunification. Now long gone or on the verge of the next phase of their lives, they want to know it all over again! And finally reward themselves!	**78+ yeatrs** They have experienced and survived almost every challenge. As life-experienced players, they have enjoyed their retirement - now they have crossed the threshold into their final years and are stepping down.

Reciprocal learning: influence of younger generations on the previous generations

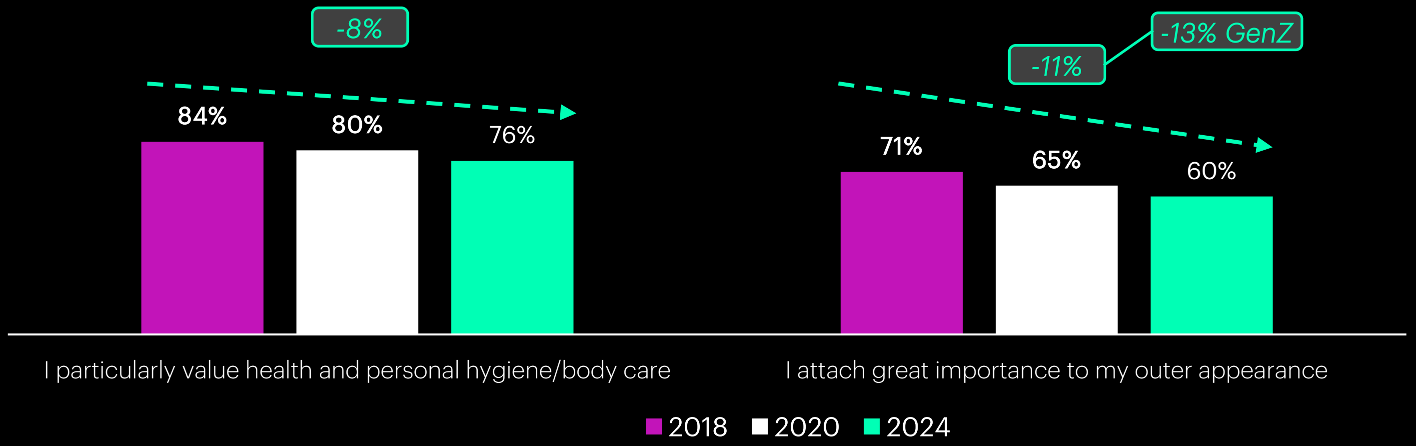
Source: Prophet Consumer Generations 2024

Values & Attitudes
Will health and self-care become undisputed luxury goods?

OVERALL UNDER-STANDING OF LUXURY
What do you personally consider to be *luxury*?



SPECIFIC ATTITUDES
Attitudes towards health and self-care



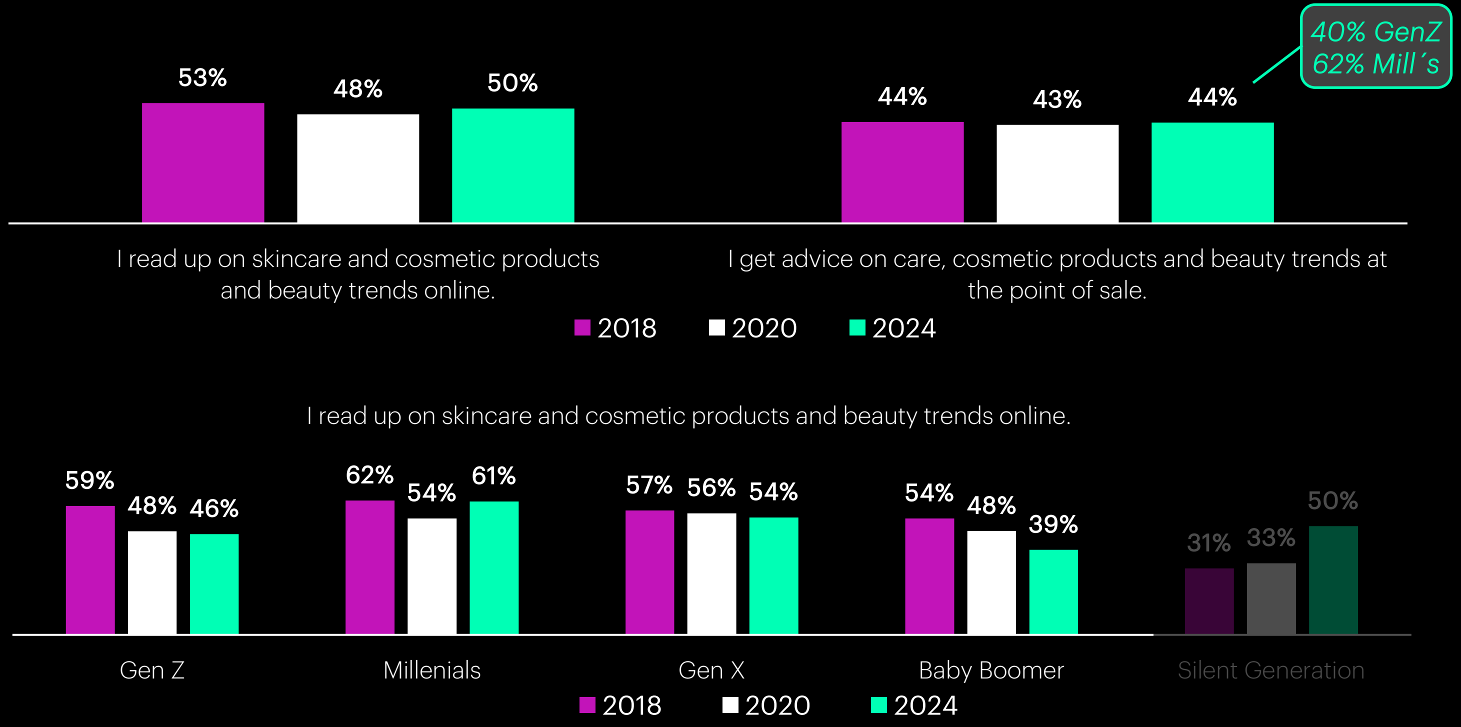
Source: Study results from KEYLENS consumer generation survey 2020 and Prophet survey 2022 and 2024 - Question: Fitness, beauty & health Q2

Consultation for skincare & cosmetics
Online is just slightly ahead when it comes to consultation

CONSULTATION ONLINE, OF COURSE - BUT THE POS IS NOT OUT OF THE PICTURE

- Online has declined as an information source since 2018; biggest drop-off among Baby Boomers – by far
- Highest online usage by millennials - but even still only 6 out of 10 consumers obtain information online
- In contrast, POS remains constant, which indicates a declining need for extensive information overall
- However, training and motivation of staff at POS remains of fundamental importance

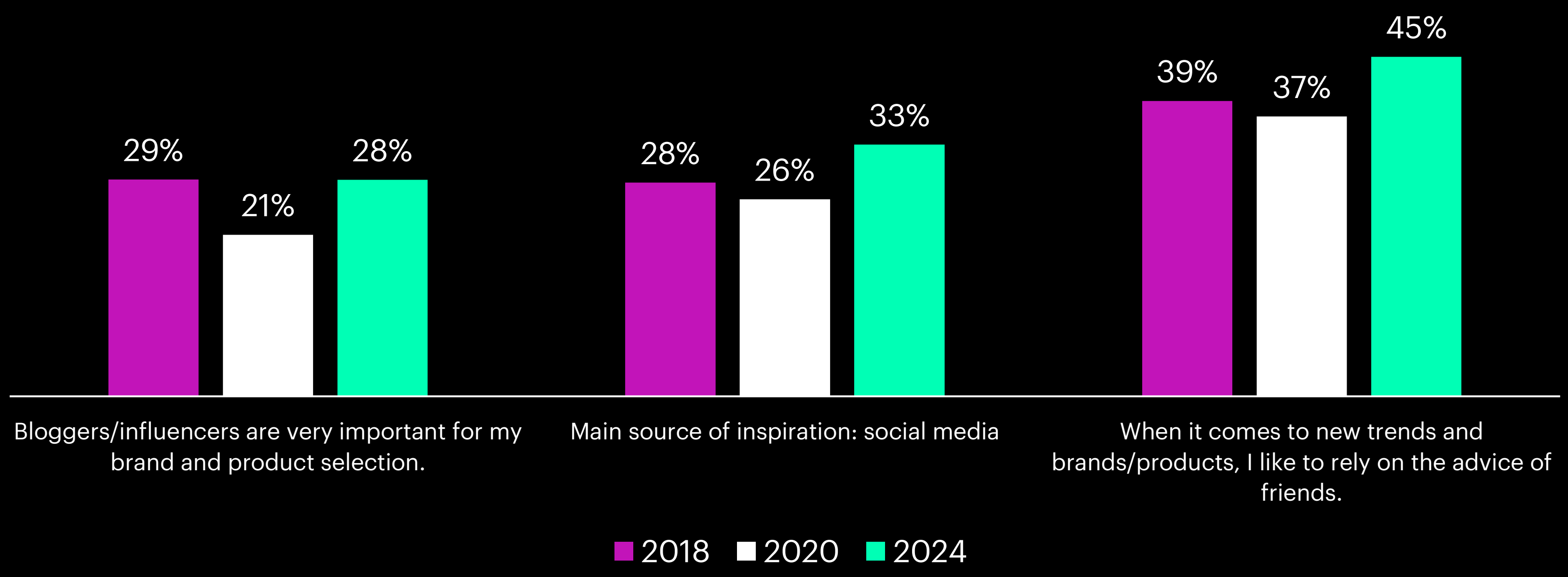
Sources of information for beauty and cosmetic products:



Source: Study results from KEYLENS consumer generation survey 2020 and Prophet survey 2022 and 2024 - Question: Fitness, beauty & health Q2

Information behaviour (1/2)
Face to face beats social

Sources of information and inspiration



THE NEW, OLD DESIRE FOR "PERSONAL"?

- Significantly higher importance of personal advice from friends across all generations
- Seems slighty counter-intuitive given the extremely high importance of bloggers/influencers and social media in the category - unless the channel is actually an add-on
- Consequently, the activation of word of mouth is of high importance for manufacturers

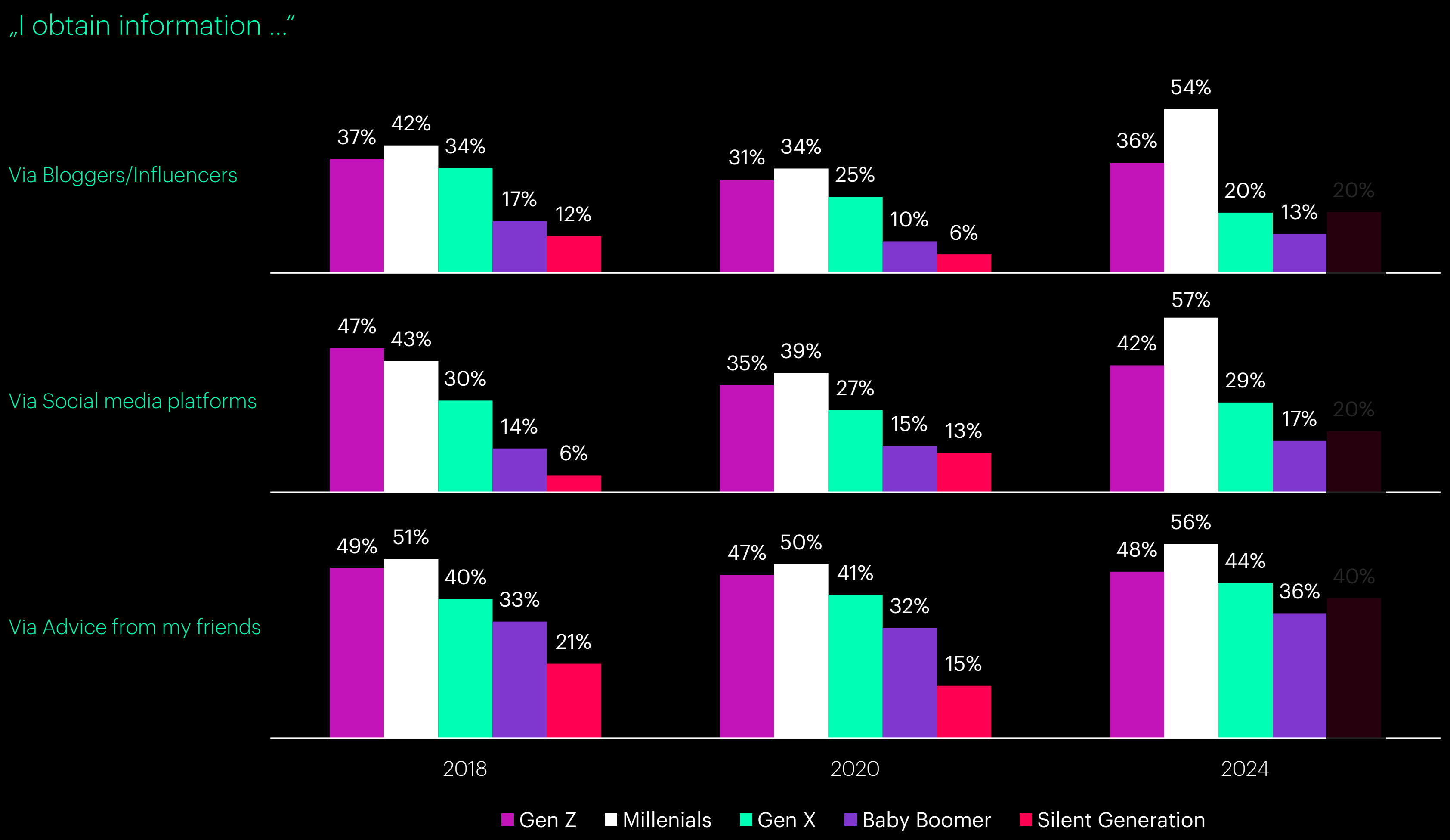
Source: Study results from KEYLENS consumer generation survey 2020 and Prophet survey 2022 and 2024 - Question...

Information behaviour (2/2)

Clear age pattern in generational comparison (unsurprising)

YOUNG CONSUMERS ALSO APPRECIATE PERSONAL ADVICE

- A comparison of the generations shows the expected picture: the younger, the more social, but …
- Only among millennials and for the first time in 2024 is social slightly more important than personal – we also see the most significant increases for social (an indication of the pronounced consumer orientation of millennials who have grown up!?)
- …and even the young GenZ prefer personal advice



Source: Study results from KEYLENS consumer generation survey 2020 and Prophet survey 2022 and 2024 - Question: Fitness, beauty & health Q2

THE PERFUMERY HAS A FUTURE!

Stable preference of German premium/luxury customers for shopping in a (stationary) retail perfumery

52%
(2018)

51%
(2020)

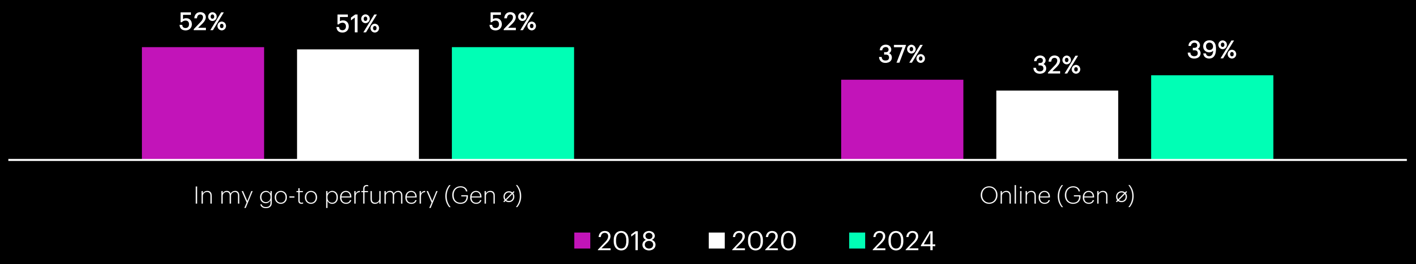
52%
(2024)

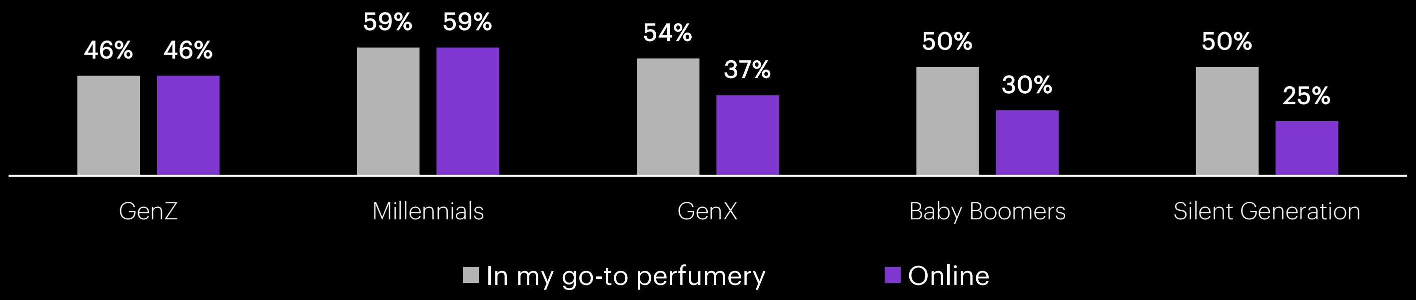
Source: Study results from KEYLENS consumer generation survey 2018, 2020 and Prophet survey 2022 and 2024 - questions as per chart

POS-Choice

Younger consumers are truly omni-channel

"I prefer to buy skincare and cosmetic products..."





NATURAL ONLINE GRADIENT AMONG OLDER GENERATIONS

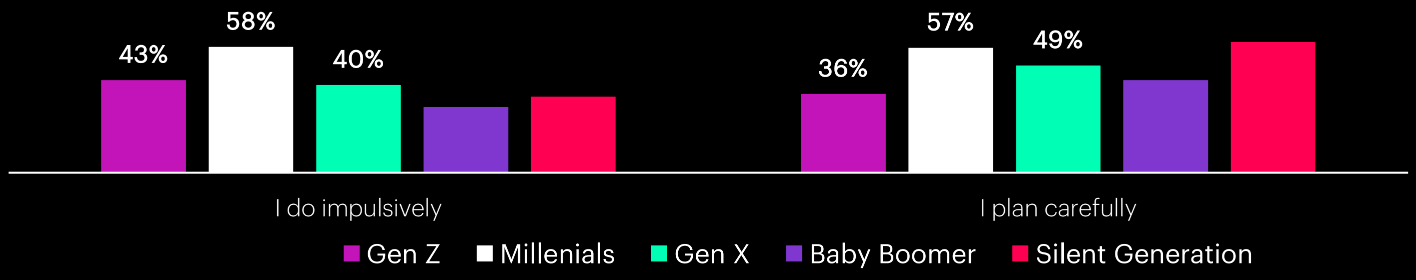
- ...but for the young, online apparently is not a substitute to stationary but in the best ROPO sense a supplement/ complementarity option
- And they do so with - literally - identical percentages in each instance
- It will be interesting to see whether and to what extent self-perception and market figures are congruent

Source: Study results from KEYLES consumer generation survey 2020 and Prophet survey 2022 and 2024 - question as per chart

Purchasing behaviour (1/2)

Impulsive buying matters – almost equals planned purchase

„Describing my beauty purchases …"



IMPULSIVE PURCHASE ALMOST EQUAL TO PLANNED PURCHASE

- Up to GenX - i.e. mid-50s! - impulse purchases are highly relevant
- Clear implications for companies: How can this phenomenon be represented at the POS? Placements, displays, but also the question of whether POS innovations are conceivable (e.g.using hotels as high-quality merchandising displays)

Source: Study results from KEYLENS consumer generation survey 2020 and Prophet survey 2022 and 2024 - questions as per chart

How can premium/luxury brands effectively exploit their full potential?

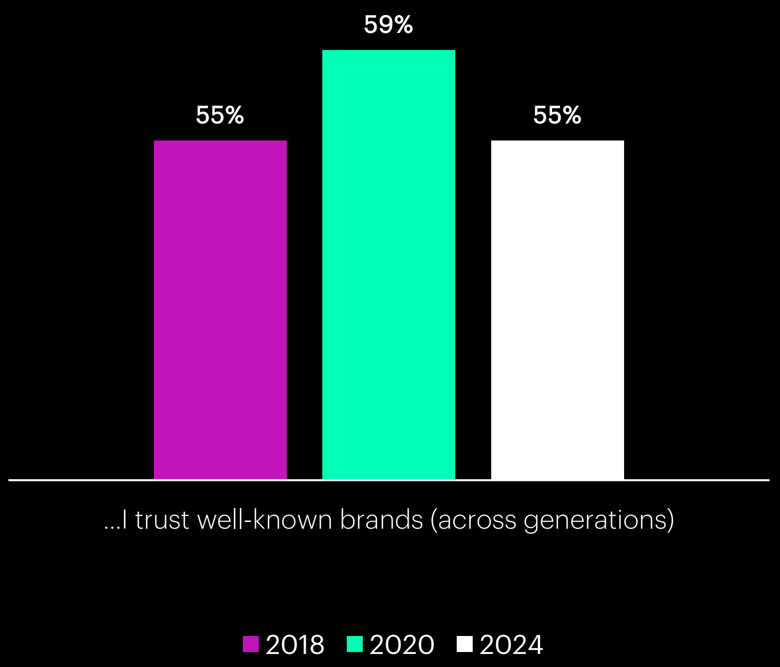
Why is it that only just over half of the beauty and skincare consumers trust well-known brands?

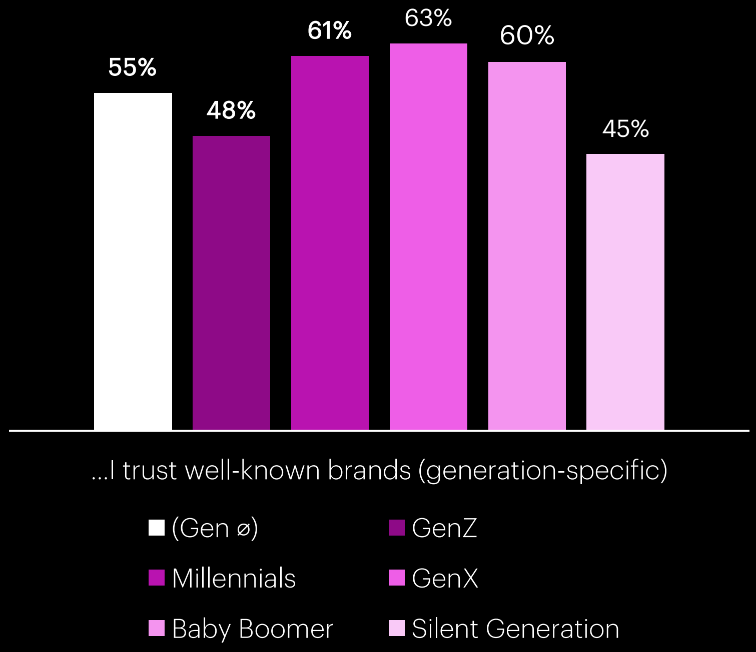
Source: Study results from KEYLENS Consumer Generation Survey 2020 and Prophet Survey 2022 and 2024 - Question Chart: "What does luxury mean to you personally

Brand & Product (1/2)

Trust in well-known brands is rel. low – and threatens loyalty

"When buying care products and decorative cosmetics…"





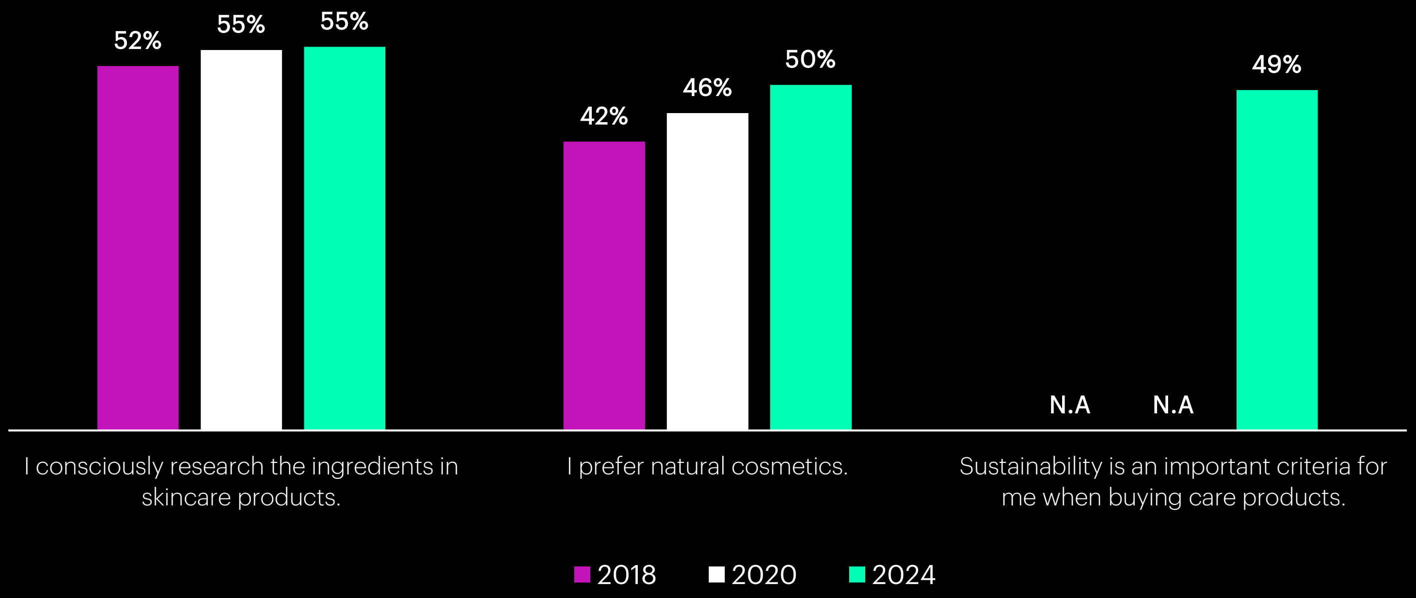
BRAND TRUST CAN BE EXPANDED ACROSS GENERATIONS

- Across all generations, a comparably slim 55% trust well-known brands; surprising - after all, we are talking about the premium/ luxury target group…
- What is the reason behind this and, more so, how much opportunity is there?
- Interesting: Particularly GenZ and Millennials are willing to switch to rather unknown brands for innovative offers and products (42 and 49%; not shown in this graph)

Source: Study results from KEYLENS consumer generation survey 2020 and Prophet survey 2022 and 2024

Brand & Product (2/2)
There is a – self-proclaimed – trend to sustainable products

Relevance of sustainability across generations



SUSTAINABILITY AND NATURE MATTER!

- Preference for natural cosmetics reaches the 50% threshold
- Clear call to action for manufacturers: from information obligations (and opportunities) to new brands and product lines
- Sustainability is not a generational topic in its own right, with Millennials only slightly ahead in their expecta-tions
- Remarkable to see that Gen Z is disillusioned and does not put importance on the topic

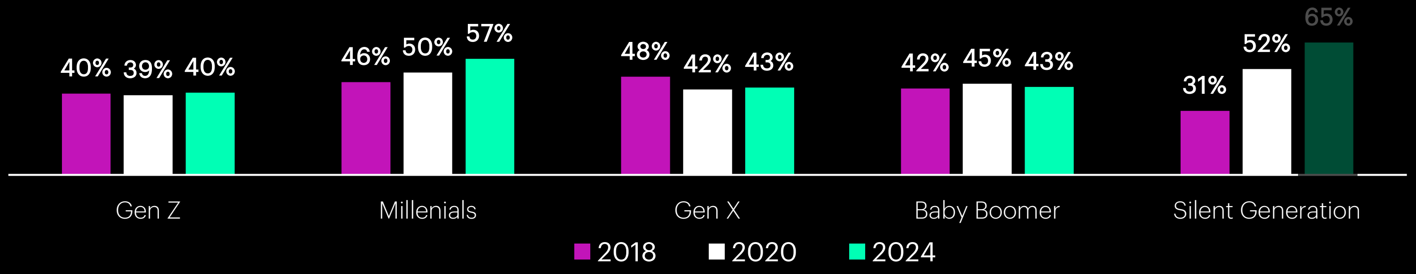
Source: Study results from KEYLENS consumer generation survey 2020 and Prophet survey 2022 and 2024

Brand & Product (3/4)

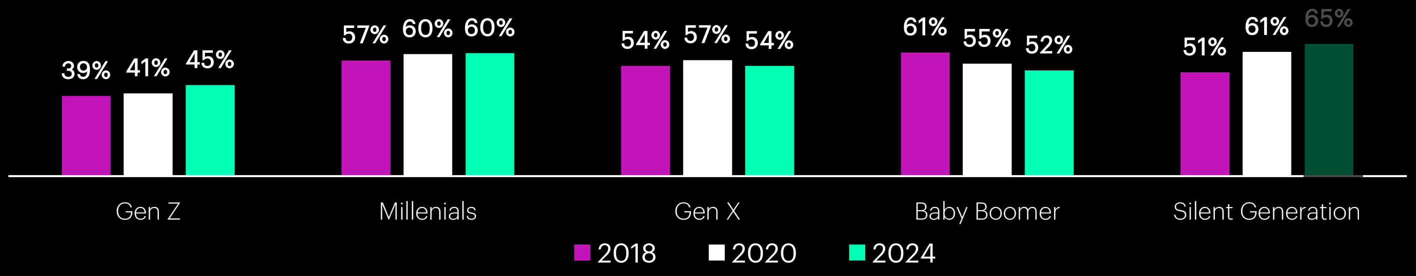
Mill´s aim high, GenZ again with counterintuitively low values

Relevance of sustainability in a generational comparison

I prefer natural cosmetics.



I consciously research about the ingredients in skincare products.



SUSTAINABILITY IS NOT A GENERATIONAL TOPIC IN ITS OWN RIGHT

- But - as the overall study shows: Millennials at least clearly mandate the new leadership when it comes to sustainability
- And - the comparatively low values among the - multi-crisis-related - apparently partly disillusioned, frustrated GenZ are remarkable.

Source: Study results from KEYLENS consumer generation survey 2020 and Prophet survey 2022 and 2024 - questions as per chart

Overall management implications

- Understand Millennials as **POWERHOUSE FOR GROWTH**
- **BUILD THE BRIDGE/ FIND ACCESS TO GEN Z –** provide honest appreciation and responsible orientation
- **BORING BOOMERS? FAR FROM THAT –** open for luxury products and services related to wellbeing, mindfulness and special experiences
- As sustainable brand management is becoming the new norm **– sustainable consumption needs a PERSONAL BENEFIT DIMENSION**
- Seamless and convenient digital processes are the new standard **– TOP SERVICE REMAINS A TOP SCORE**

Category specific implications

- Social & Influencers are strong – but nothing beats **WORD OF MOUTH,** based on personal experience (even for the NewGens)
- Brand trust is relatively low and innovative products are tempting – **CONSTANT INNOVATION IN PRODUCT & EXPERIENCE IS NEEDED**
- Younger generations are truly omni-channel – **SEAMLESS INTEGRATION ACROSS TOUCHPOINTS** is key – and how does the POS of choice for the NewGens look like
- There is lots of impulse-buying – **STRONG CONSUMER ENGAGEMENT NEEDED ALONG THE ENTIRE CUSTOMER JOURNEY**
- **SUSTAINABILITY** can't be ignored – but is also **NOT THE SINGLE DECISIVE FACTOR** that the attention for the topic suggests

Thank you!