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# NATURAL + SUSTAINABLE SKINCARE *for Millennials & Gen Z*

PREPARED BY  
COMPOSE [D]

*As the beauty landscape evolves, consumer demand for natural and sustainable products is shaping the skincare market. The following is a summary of findings from the 2019 Natural and Sustainable Skincare Insights Study issued by Compose[d], that examined consumer sentiment and purchase behavior among Gen Z and Millennial females across the US.*

# GOING NATURAL

FEMALE CONSUMERS

## 2 out of 5

*exclusively use natural products*

FEMALE CONSUMERS

## 4 out of 5

*incorporate natural products*

GEN Z

## 20%

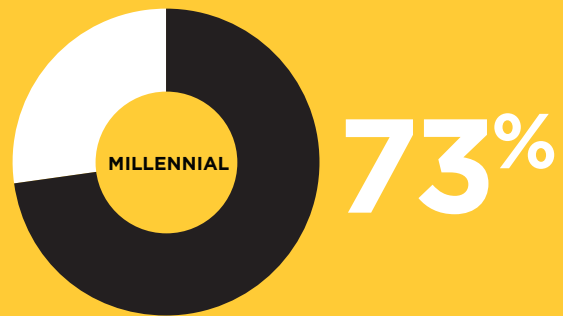
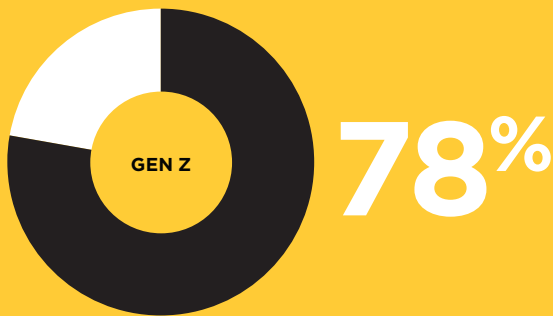
*more likely than Millennials to exclusively use natural skincare products.*

MILLENNIAL

## 56%

*want to buy more natural products but say they don't know of any worth purchasing.*

## USING NATURAL IS IMPORTANT



# 82% SAY THEY WOULD SWITCH

*to a natural product if they found one with results comparable to a non-natural product.*

ADDITIONALLY

## 30%

*Have Trouble Finding Products*



AND

## 21%

*Say Products Are Not Labeled Well*



OFTEN TIMES

## 20%

*Say Retail Stores Lack Good Selections*

# WHERE ARE ALL OF THE SUSTAINABLE PRODUCTS?

GEN Z AND MILLENNIALS

90%

*Say More Should be Sustainable*



YET ONLY

35%

*Purchase Exclusively*



AND MORE THAN

52%

*Not Always Sure What's Sustainable*



1 in 3

*have trouble finding sustainable skincare products.*



42%

*don't know of any good sustainable products.*

**77% SAY THEY WOULD SWITCH**

*to a sustainable product if they found one that offered the results they want and need.*

# WHAT IT MEANS TO HER

MORE THAN

**50%** *say natural products are healthier.*



ADDITIONALLY

**57%** *say natural products make their skin feel better.*



**1 in 3** *choose natural because they want to avoid products that contain chemicals.*

**65% SAY THEIR TOP MOTIVATOR**

*when purchasing sustainable products is making a choice that's better for the environment.*



# WHAT'S INSIDE



80%

Want To *Know More*  
About Their Products

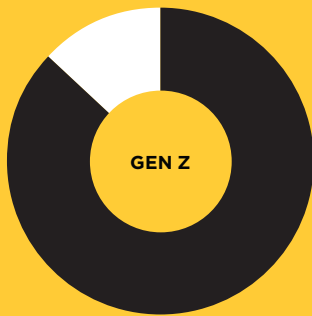


80%

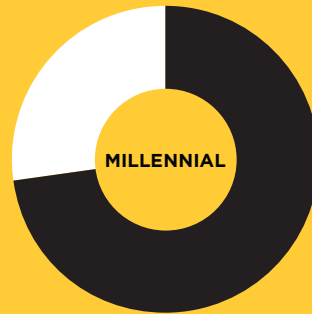
Say Products Should *Do More*  
For The Environment

GEN Z AND MILLENNIALS WANT

## LESS ENVIRONMENTAL IMPACT



87%



73%

**75% EXPRESSED A BELIEF**

*that natural skincare products are more effective.*



# LABELS MATTER

WHAT CONSUMERS LOOK FOR ON PRODUCT PACKAGING, FROM MOST TO LEAST INFLUENTIAL IMPACT ON THEIR PURCHASES

MOST

LEAST

GEN Z



MILLENNIALS



# BEYOND INGREDIENTS



**85%** want to see more use of recycled and natural packaging.

**83% THINK MORE PRODUCTS**

*should come in refillable containers; Gen Z is 10% more likely to agree.*

# FACIAL CARE STARTS YOUNGER



Gen Z Starts a Facial Care Routine At An **Earlier** Age Than Millennials

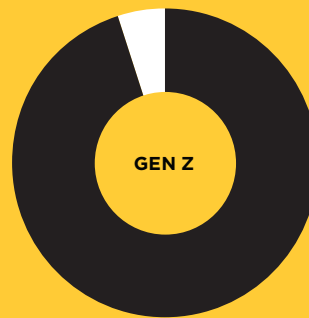


began using a facial moisturizer and cleanser before the age of 18.

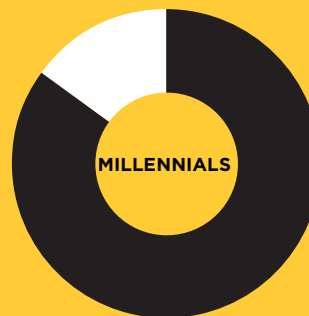
## USE A FACIAL CLEANSER OR MOISTURIZER



GEN Z ARE 10% MORE LIKELY TO HAVE A FACIAL CARE ROUTINE.



95%



85%



# LOOKING FOR MORE?

*Compose[d] is a digital creative + services agency based in NYC, that is proud to partner with the top brands across Retail, Fashion, Beauty, and Lifestyle.*

*For a deeper dive on insights around your brand or for help crafting a campaign strategy leveraging these insights, please contact us:*

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#### Study Methodology

Fielded: Online survey facilitated by PopResearch, March 2019

Respondents: National sample of 300 US Females, Gen Z (17-22 YO) and Millennials (30-36 YO)