NATURAL + SUSTAINABLE SKINCARE for Millennials & Gen Z
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

GEN Z 78%

MILLENNIAL 73%

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?

<table>
<thead>
<tr>
<th>GEN Z AND MILLENNIALS</th>
<th>YET ONLY</th>
<th>AND MORE THAN</th>
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<tbody>
<tr>
<td>90%</td>
<td>35%</td>
<td>52%</td>
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Say More Should be Sustainable → Purchase Exclusively → 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

GEN Z 87%

MILLENIAL 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

**GEN Z**
- Not tested on animals
- Cruelty free
- All natural
- Paraben free
- Sulfate free

**MILLENNIALS**
- Not tested on animals
- All natural
- Cruelty free
- Paraben free
- Sulfate free

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

3 in 4 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% Gen Z

85% Millennials
LOOKING FOR MORE?

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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)