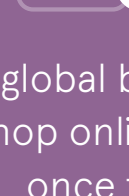


# Key trends for the beauty influencer market

The global influencer market was valued at \$6.5 billion in 2019 and is expected to reach \$13.8 billion by the end of 2021 <sup>(1)</sup>.

Influencer marketing has been part of beauty eCommerce strategies for the past five years and has significantly contributed to industry growth. For every \$1 spent on influencer marketing, brands secured a return of investment of around \$11.45 <sup>(2)</sup>.

## KEY GLOBAL STATISTICS



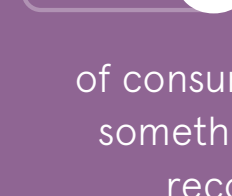
58%

of global beauty buyers say they will shop online more frequently even once the pandemic ends <sup>(3)</sup>.



86%

of women look for advice and recommendations on social media to help them with their purchasing decisions <sup>(4)</sup>.



80%

of consumers have purchased something via an influencer recommendation <sup>(5)</sup>.



41%

of customers discover new beauty products through influencers weekly <sup>(6)</sup>.



63%

of consumers think micro and nano-influencers are more trustworthy compared to macro and mega-influencers <sup>(6)</sup>.



86%

of beauty influencers use photo content. Videos and stories are the next most popular formats, followed by IGTV <sup>(7)</sup>.

## LATEST TRENDS



### Demand for transparency and authenticity

Beauty consumers expect to see more realistic and relatable influencers. Three in five consumers want to see more "real life" and unedited photos from influencers <sup>(8)</sup>. Live beauty product testing and reviews offer more authenticity than a simple video or photo. Beauty brands partnering with influencers who promote diversity and showcase inclusivity and transparency are winning over the competition. In addition, social media followers demand more transparency and full disclosure of paid influencers posts.



### Micro and nano-influencers are more trustworthy

Research shows more followers doesn't equate to greater consumer trust. 56% of influencers' followers in the US and UK think influencers with up to 50,000 followers are the most credible <sup>(9)</sup>. Smaller influencers tend to have a loyal and dedicated fanbase. Beauty brands are focusing on partnering with influencers with a fanbase that matches their target audience(s) rather than on the number of followers an influencer has.



### The rise of influencer tutorials

46% of Millennials and Gen Z consider influencer tutorials the most appealing and reliable type of content <sup>(10)</sup>. Beauty consumers prefer long and detailed video content which include beauty product descriptions or showcases. IGTV and YouTube are the primary channels for beauty influencers to share their tutorials.

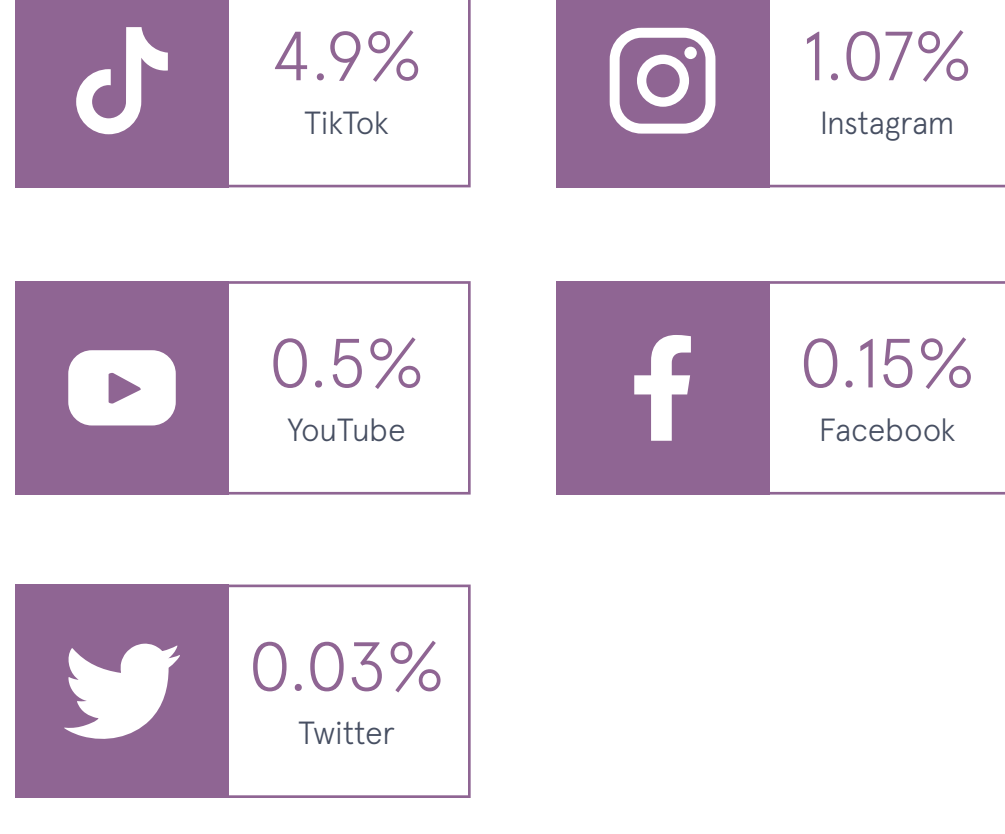


### Value of storytelling

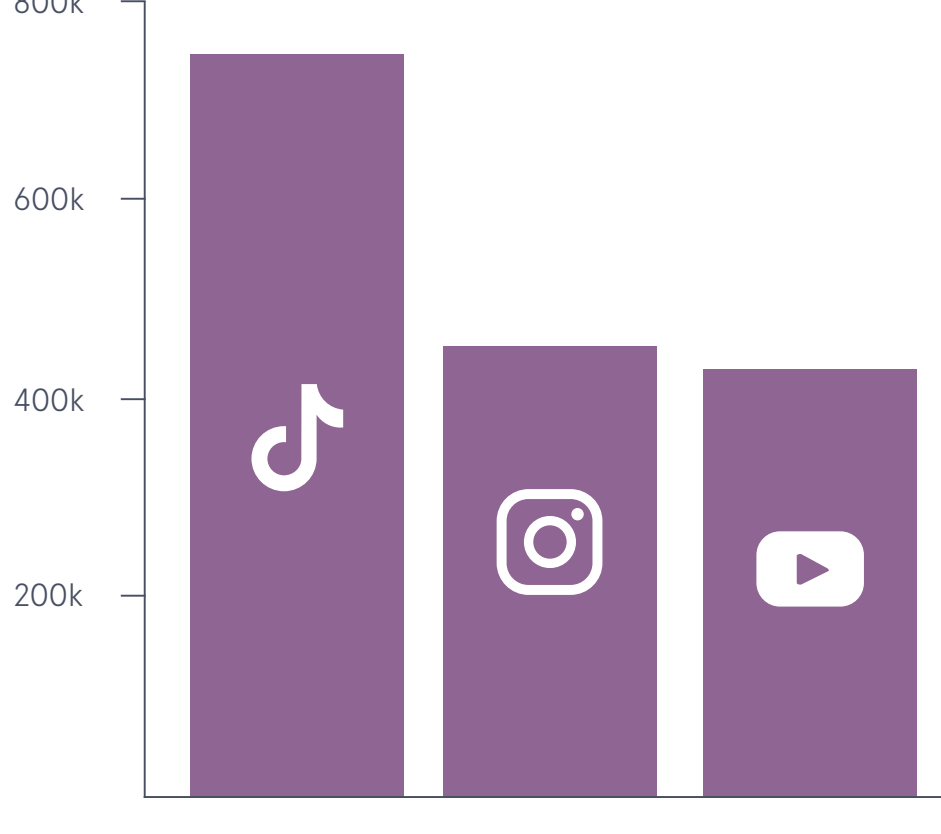
92% of consumers expect brands to create content that tell them a story <sup>(10)</sup>. In fact, storytelling can boost conversion rates by 30% <sup>(10)</sup>. Storytelling generates emotional response and helps consumers remember the products. Many beauty brands are creating inspirational content that resonate with consumers' values including sustainability, diversity, inclusion.

The use of storytelling helps consumers relate to the content while fostering their connection with the influencer and the brand.

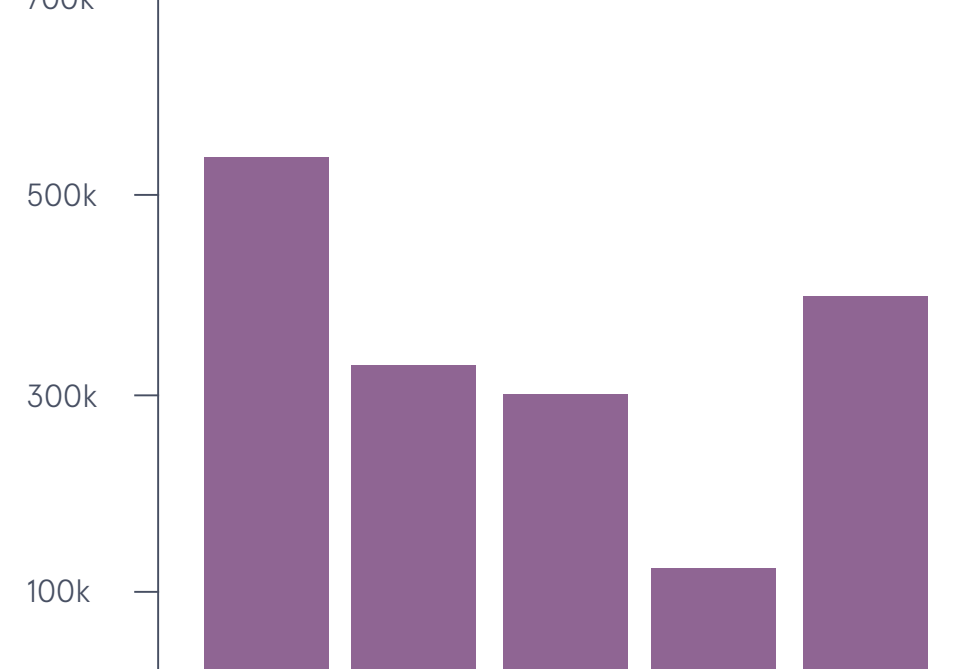
### Top social media channels people engage with beauty influencers on <sup>(11)</sup>



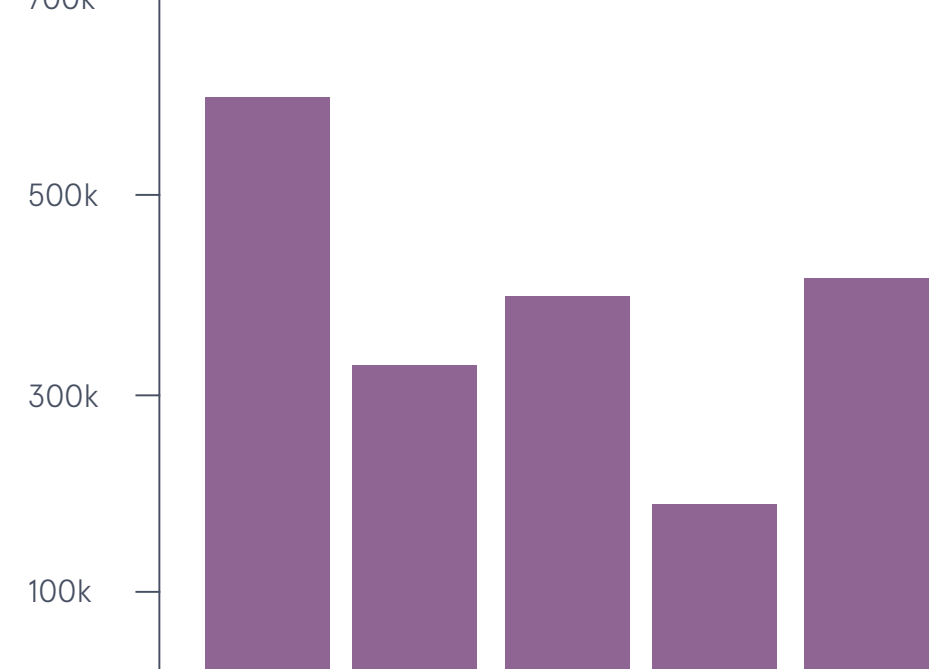
### Average number of beauty influencers' followers by platform <sup>(12)</sup>



### Average number of people who follow beauty influencers on Instagram by country <sup>(12)</sup>

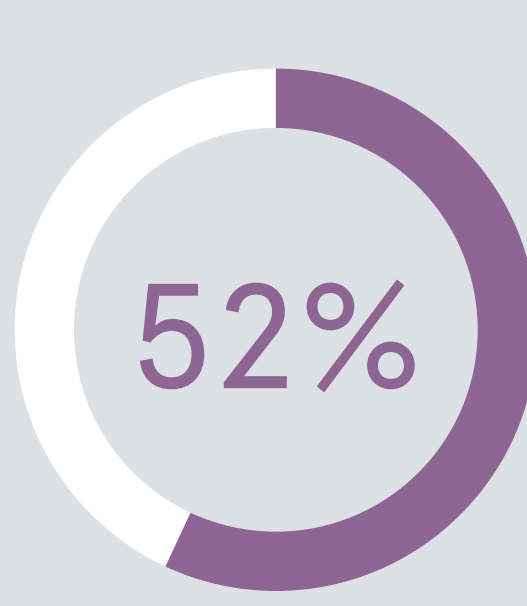


### Average number of beauty influencers on TikTok by country <sup>(12)</sup>

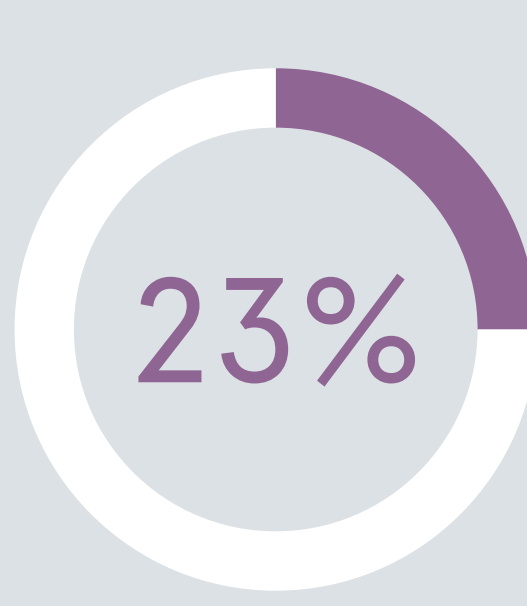


## INSIGHTS

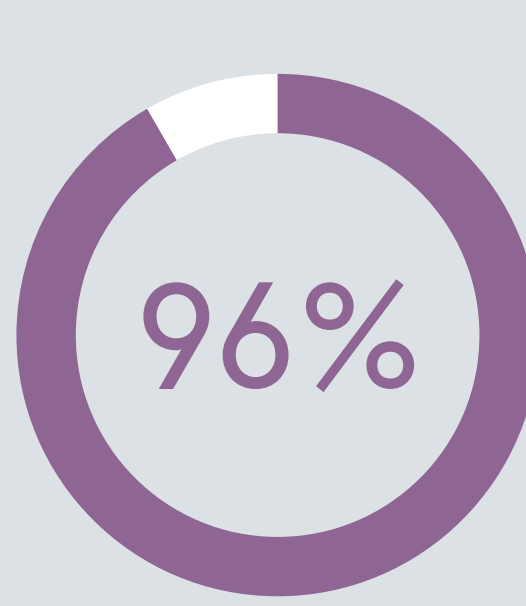
### US and UK beauty consumer preferences



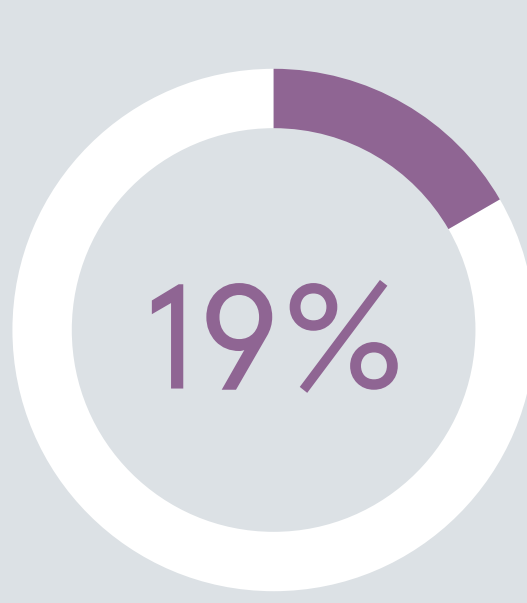
Among UK and US consumers who follow influencers, the top category purchased from over the past two months was beauty/personal care products (52%) <sup>(13)</sup>.



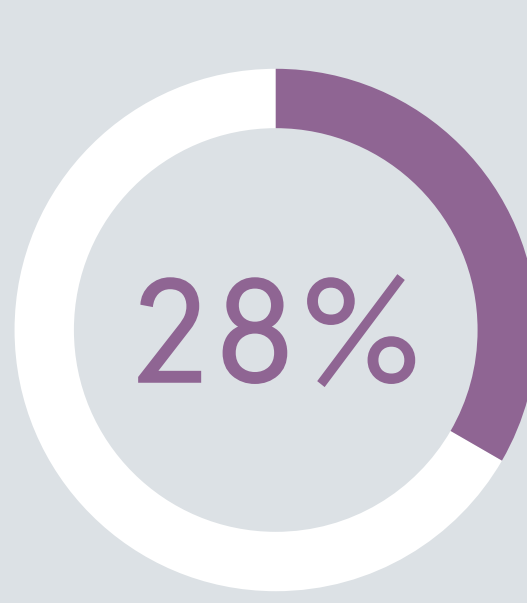
of Gen Z in the UK and US discover beauty and skin care products through celebrities and influencers <sup>(13)</sup>.



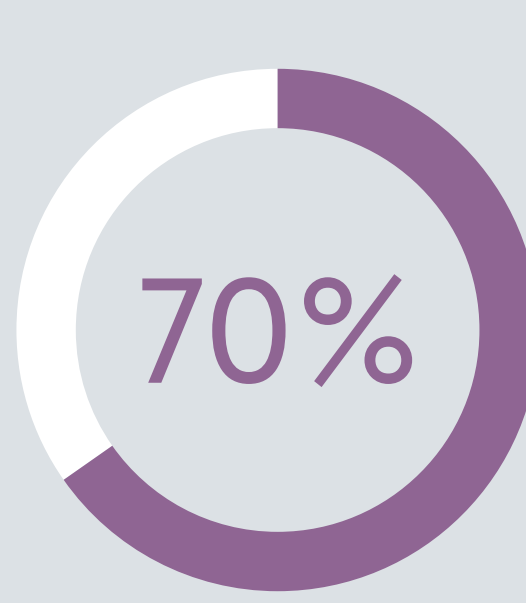
of US and UK consumers who followed beauty influencers before the outbreak of COVID-19 have largely increased their engagement with them throughout the pandemic <sup>(13)</sup>.



of US and UK consumers say they have started following beauty influencers during the pandemic, proving the expanded reach of this category <sup>(13)</sup>.



of UK and US consumers are interested in seeing their favourite beauty influencer offering more education the content and benefits of beauty ingredients <sup>(13)</sup>.



of US and UK teenagers trust influencers more than traditional celebrities <sup>(13)</sup>.