

# WOM

THE

## NEXT GEN BEAUTY

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THE LEADING MEDIA BRAND  
FOR ITALIAN YOUNG WOMEN

**+10 MIO**  
TOTAL FOLLOWERS

**+9 MIO**  
AUDIENCE WEB + SOCIAL

**+2 MIO**  
DAILY REACH

**+45 K**  
AVERAGE ACTIONS PER IG POST

**70%**

< 35 Y/O

**80%**

**WOMEN**





# #1 Study on Young Italian Beauty Lovers:

*Inside the Mind and Heart of the Next Beauty Generation*

Scientific Director: Prof. Furio Camillo





# BEAUTY TREND REPORT

**1000+**  
**Completed Surveys**

**Young women between  
AGE 14 AND 35**

# BEAUTY IS DIGITAL

SOCIAL MEDIA & WEB ARE THE TOP SOURCES OF INFORMATION

**9 out of 10**

women research beauty products through social media

**85%**

Instagram  
in 1° place

Ages 19-35

**73%**

TikTok  
In 1° place

Ages 14-18

1 out of 2 women searches for beauty and skincare information on the web



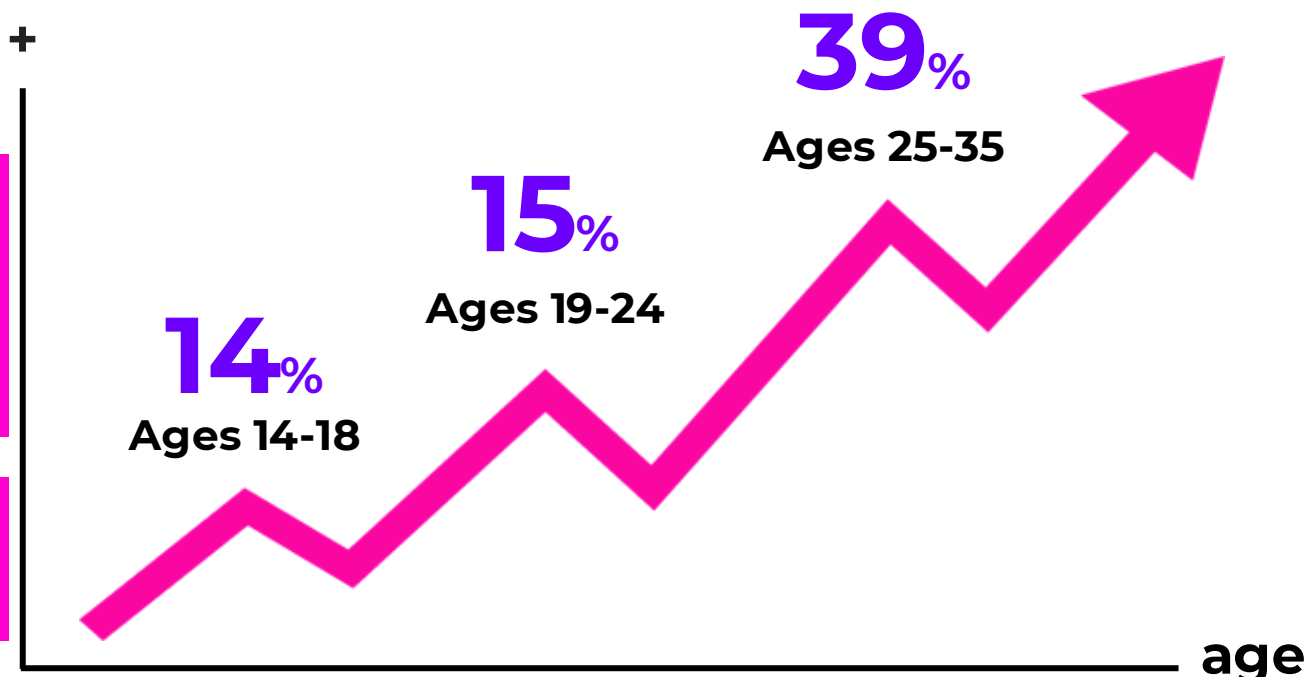


# BEAUTY SHOPPING ONLINE

THE OLDER THE AUDIENCE, THE STRONGER THE E-COMMERCE

**What stops people from buying beauty products online?**  
Prices, shipping costs, and uncertainty about product quality

**Beauty retailers** rank #1 for purchases **both in-store and online**





# WHO INFLUENCES PURCHASE DECISIONS

Over **85%** follow recommendations from **editorial media** across social media and the web, as well as from **influencers.**

**7 out of 10** rely on online reviews

**Digital content has more influence** than product details such as shades or product names.

# BRAND COMES FIRST

BRAND AWARENESS AND TRANSPARENCY ARE KEY

**#1 - BRAND**

**BRAND AWARENESS  
DRIVES PURCHASES  
FOR 3 OUT OF 4  
CONSUMERS**  
(ACROSS ALL AGE GROUPS)

**#2 - INCI**

Less relevant for  
under-18s

**#3 - SUSTAINABILITY**





# ARTIFICIAL INTELLIGENCE

A NEW SHOPPING ALLY?

**1** out of **4** women believe AI could help them choose which beauty products to buy

# WHAT CONTENT PERFORMS BEST?

INFORMATION + PURCHASE GUIDANCE FROM LIGHT CONTENT TO REAL INSIGHTS





# SKINCARE AS A DAILY PRIORITY

**...FOR EVERYONE?**

	Ages 14-18	Ages 19-24	Ages 25-35
Skincare multiple times a day	29%	51%	64%
Always use sunscreen	17%	40%	53%
Use anti-aging products	8%	17%	64%

W THE M

chiarabianchi

Come si usano le  
creme al retinolo?

Rispondi

Retinolo: una guida semplice

Io lo so che voi avete sentito parlare  
di retinolo,

# BEAUTY STARTS WITH SKIN HEALTH

**MOST SEARCHED INGREDIENTS** (Across generations)

	Ages 14-18	Ages 19-24	Ages 25-35
HYALURONIC ACID	42%	57%	79%
VITAMIN C	47%	51%	59%
RETINOL	7%	13%	37%

**38%** of the youngest say they don't really know much about active ingredients.



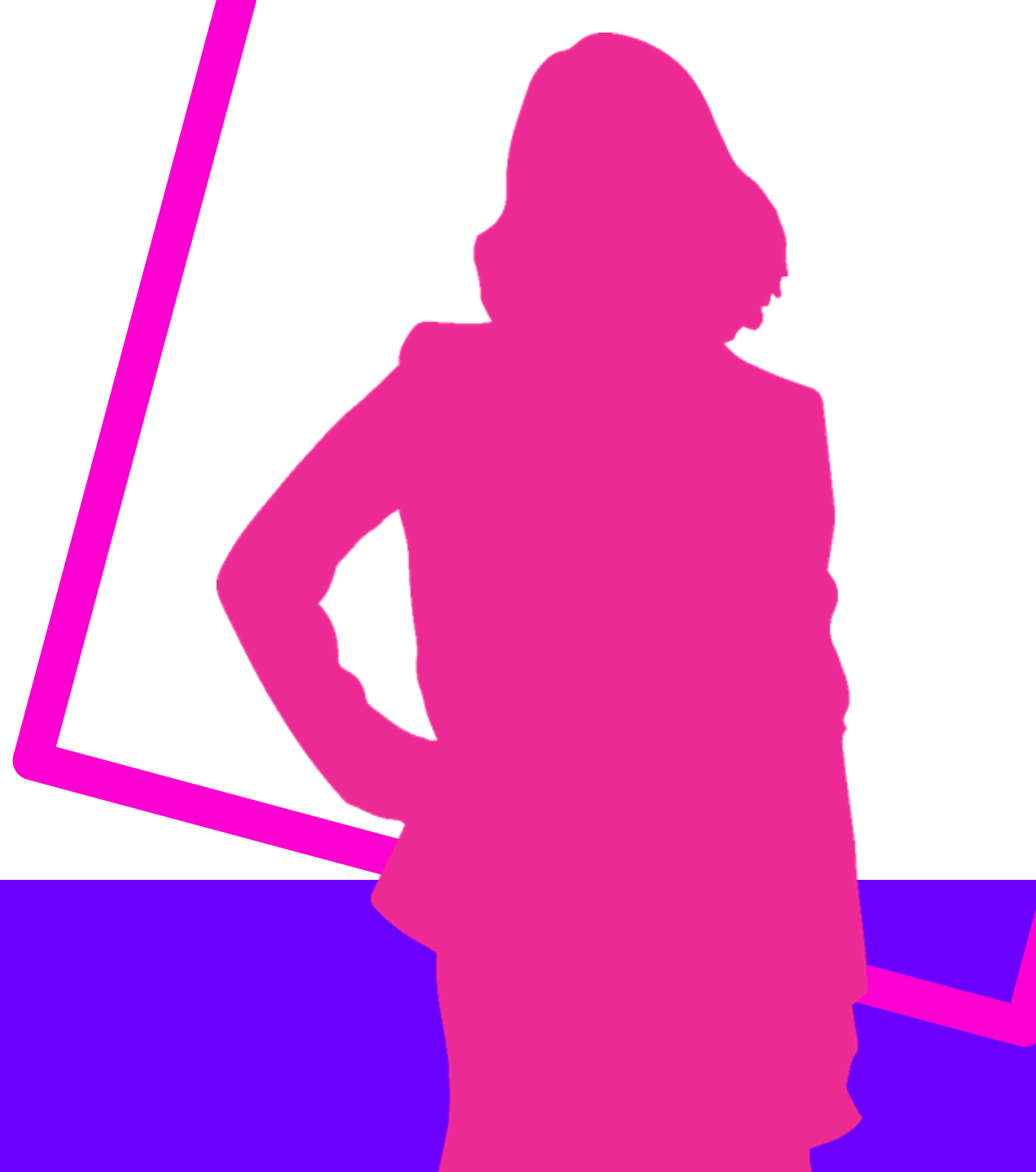
# BEAUTY AS PLEASURE

## NOT JUST ABOUT LOOKS

	Ages 14-18	Ages 19-24	Ages 25-35
Use makeup to feel good	63%	74%	74%
Wear makeup every day	34%	40%	55%
Perceive makeup & skincare as social pressure	59%	59%	47%

For **66%** of teens (14–18) and **82%** of women age 19–35, social pressure is mainly driven by social media.

# 4 BEAUTY LOVER PROFILES





## TRUE ONE

Real skin,  
real stories

14-18

10%

19-35

32%



## CONSCIOUS GLOW

Beauty with a purpose

14-18

7%

19-35

24%



## SHOW OFF

Every look  
is a statement

14-18

25%

19-35

25%



## SOCIAL PERFORMER

Scroll, shop and shine

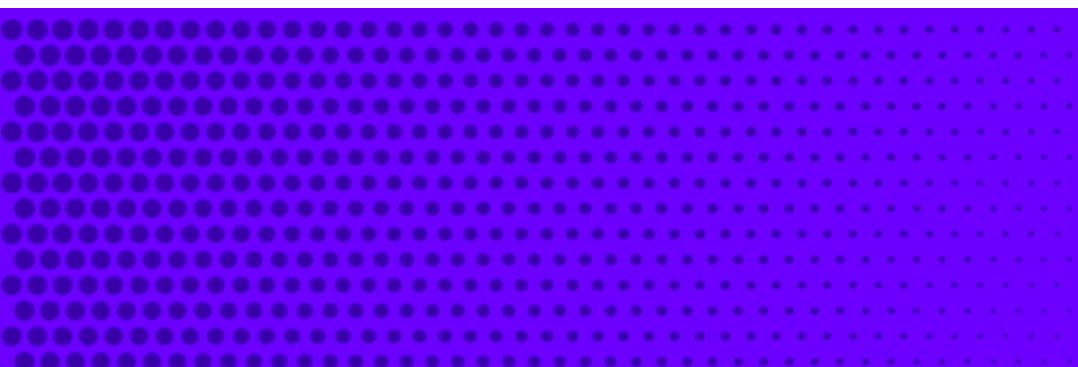
14-18

58%

19-35

19%

# HOW TO WIN OVER THE NEW GEN



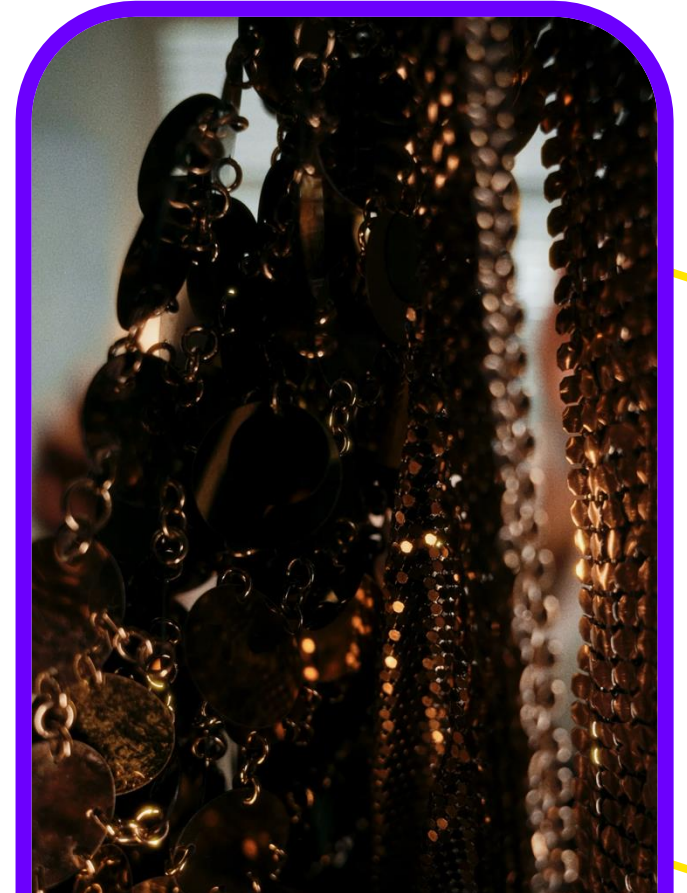
# THE NEW BEAUTY RULES



**BRAND  
RECOGNITION,  
RELIABILITY &  
ONLINE REPUTATION**



**BEYOND THE  
SURFACE: SUBSTANCE  
& TRANSPARENCY**



**BEAUTY  
= SELF LOVE  
= IDENTITY**



## CONTACT US

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