

rev:eve

R E P O R T

Gen Z's Personalized Digital Skincare Experience Report

Content

01

Gen Z is shaking up the business of beauty

02

Gen Z and its obsession with skincare

03

Gen Z and its interaction with digital skincare experiences

04

Gen Z top skin concerns

05

Personalising the skincare journey across brand touchpoints drives tangible business results

Review Report: Gen Z's Personalized Digital Skincare Experience Report.
Supervisor: Juan Oliva. Text: Kim Oguilve Review Inc. 2021. All rights reserved.

01

Gen Z is shaking up the business of beauty

Characterized by an expressive and self-conscious nature, Gen Z has become a unique force in driving mindful consumption. Millennials may have prioritized simplicity; Gen Z is focused on creativity and self-expression, says former LVMH executive and investor Jorge Cosano. “Gen Z is going to be the generation that’s all about creativity,” he said. “They are very different; they’re willing to invest the time to discover themselves and create content that reflects that.”

Gen Z openly expresses their views and values and are brave enough to demand more experiences from brands. They also speak their “own language” and are willing to invest their time discovering themselves and experimenting with new things.

However, when it comes to brand affiliation, Gen Z expects and demands specific standards to be met by brands to align with their values: they want something unique, exclusive, and different. For that reason, the young generation is driving innovation in beauty, from product value to marketing and more holistic ways of thinking about beauty.



“ Gen Z is going to be
the generation that’s
all about creativity ”

Jorge Cosano,
Former LVMH Executive and Investor.

02

Gen Z and its obsession with skincare

With up to 80% of US residents aged between 11 and 30 suffering from acne to some extent, it's safe to assume that nearly everyone will experience acne at some point in their lives. Moreover, a [recent study](#) by Klarna unveiled how Gen Zers are spending more money on skincare than any other generation to date, with 41.5 percent of respondents saying it was their top category.

As a result of Gen Z's explorative nature, Gen Z is willing to try new and personalized digital brand experiences powered by AI/AR

technologies to understand their skin health or virtually try-on beauty products before purchase.

In this report, we showcase the differences in how Gen Z in North America and Europe experience skincare. These differences are fundamental to avoid a one size fits all approach when catering to Gen Z. We will see how consumers in North America take a preventive approach towards skincare. In contrast, Gen Z consumers in Europe focus on fixing visually apparent concerns.



03

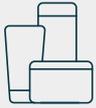
Gen Z and its interaction with digital skincare experiences



Compared to millennials and baby boomers, Gen Z is more or almost as willing to use personalized digital brand experiences powered by AI/AR technologies to understand their skin health or virtually try-on beauty products before purchase. Below are findings

from Revieve's proprietary user engagement data* with Revieve's AI Skincare Advisor across 25 countries in Europe and North America between January and June 2021.

North America



Gen Z trusts online AI advisors to get personalized skincare recommendations

Completion

(Users Receiving Product and Routine Recommendations)

Gen Z

80,26%

Others

67,95%



Gen Z is more curious than other generations to learn more about recommended products

Navigating to PDP

(Navigating to product detail pages)

Gen Z

23,08%

Others

17,43%



Gen Z drives most purchase-related actions compared to other generations

Purchase Actions

Purchase-related actions include add-to-cart, add-all-to-cart, and navigate to Product Detail Page (PDP)

Gen Z

31,44%

Others

30,58%

Europe



Completion

(Users Receiving Product and Routine Recommendations)

Gen Z loves to get personalized product recommendations - almost as much as other generations.

Gen Z

68,30%

Others

75,91%



Purchase Actions

Purchase-related actions include add-to-cart, add-all-to-cart, and navigate to Product Detail Page (PDP)

Gen Z alone drives almost as many purchase actions in personalised skincare experiences as other generations.

Gen Z

28,93%

Others

31,68%



Add-All-to-Cart

Gen Z is more confident than other generations to add to cart all recommended products.

Gen Z

8,17%

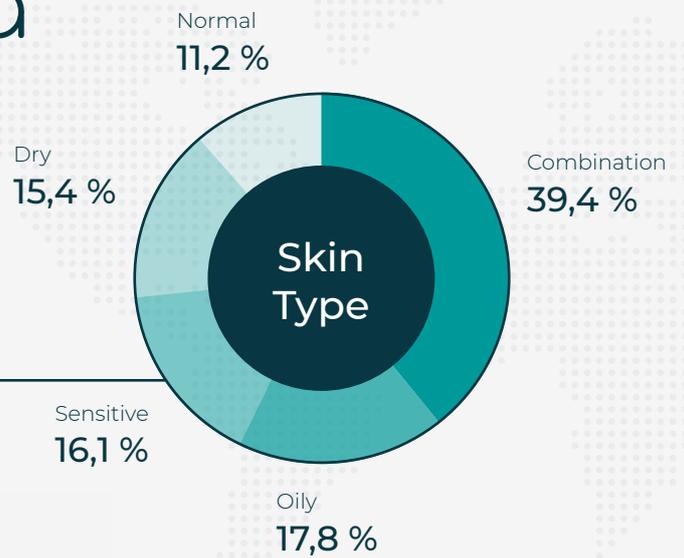
Others

6,59%

Gen Z top skin concerns

North America

Gen Z in North America predominantly has combination skin, and they mention wrinkles, eyebags, and visible pores to be among their top skin concerns. Given Gen Z's obsession with skincare, they are a generation looking to boost their skin radiance, youthful appearance, cleanliness, and take prevention against wrinkles early on.



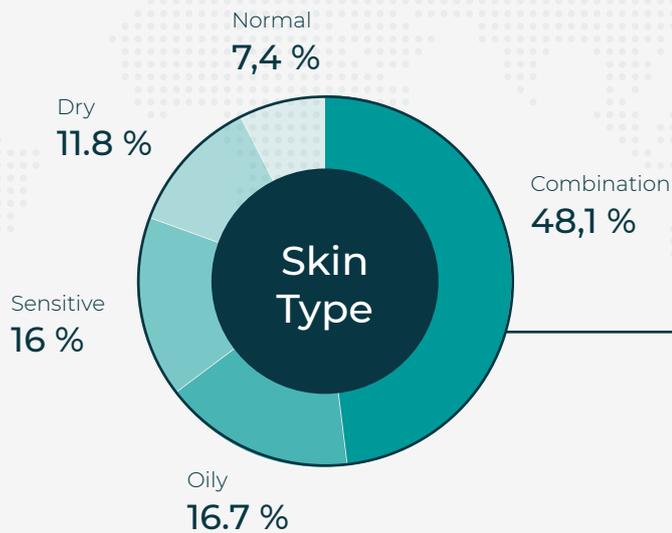
Skin concerns

Wrinkles	15.80%
Eyebags	15.40%
Visible Pores	12.90%
Acne	11.30%
Dark Spots	9.80%
Redness	9.70%
Dull/Tired Skin	8.20%
Hyperpigmentation	7.00%
Dark Circles	6.00%
Sagging Skin	4.00%



Europe

Like North American consumers, most Gen Zers in Europe have combination skin. However, they are primarily concerned about visible pores, acne, and wrinkles. While both European and North American Gen Zers care about wrinkles, Gen Zers in Europe prioritize fixing skin concerns more visible relative to their age, such as visible pores and acne.



Skin concerns	
Visible Pores	18.20%
Acne	15.90%
Wrinkles	15.70%
Eyebags	10.40%
Redness	9.60%
Dull/Tired Skin	9.30%
Hyperpigmentation	7.60%
Dark Spots	7.30%
Sagging Skin	6.10%



05

Personalising the skincare journey across brand touchpoints drives tangible business results



As a response to the uprising in skincare prioritization, many beauty brands and even those targeted to Gen Zers started to look for options to increase product discovery, infuse personalization, and enhance purchase

confidence in the customer journey. For example, Gen Z beauty brand [Higher Education](#) recently launched a [digital skin analysis powered by Revieve](#) to guide its customers' to routines that are right for them.

However, despite Gen Z proactively getting educated about skin health and different products and treatments across all channels, it doesn't remove the challenge across generations of finding tailored information that answers their personal needs.

For that reason, leaders such as No7 Beauty Company has recognized a growing demand for personalized, high-level online experiences and a need to serve its customers in any channel they prefer to shop. The main goal for No7 was to create a personalized digital brand experience in skincare and measure, target, monitor customer interactions. Right after going live, No7 started seeing the [results in its online sales.](#)

"The traditional skincare market is beyond saturated, and differences in product benefits between brands are infinitesimal, and the choice is now beyond overwhelming for consumers. But despite the range of choice, many consumers still struggle to find the right products for them," said Kiran Sandhu, Global Innovation Manager for Skincare at No7 Beauty Company.

Hence, what beauty brands and retailers can do to help customers find their perfect beauty match - especially in skincare, is to provide them with personalized environments crafted especially for them - ecosystems where they can discover themselves, purchase with confidence and transparency, and thus strengthen the relationship they have with your brand.





Gen Z's Personalized Digital Skincare Experience Report



www.revieve.com