

Ally Consumer Research

Survey Insights

Get ready with me.

1,000 U.S. Gen Z and Millennial Women // June 2023



ally do it right.

• The real cost of “Get Ready With Me?”

What is the cost of beauty in America? The Get Ready With Me trend has amassed over 124.5 billion views on TikTok¹. Ally’s new study puts a price tag on how much Gen Z and millennial women in the U.S. are willing to spend to achieve their beauty ideals. **Our recent study found:**

→ Splurges become necessities.



Most (64%) say they splurge on skincare, makeup, or hair care products above what they need and do so multiple times a year with **many (43%) spending \$100 or more when they do.**

Of women surveyed, 3 in 5 say they forgo groceries and household necessities to buy beauty products.

1 out of 4 (25%) say they are likely to make an impulsive purchase after seeing a product on social media.

Almost 25% of Gen Z and millennial females splurge on beauty products, over and above what they typically need at least once per month.

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Summary

Social media impacts budgets.

- Four out of 5 (80%) female Gen Zers and millennials are familiar with TikTok's "get ready with me" #GRWM trend.
- 1 in 2 (52%) have purchased a skincare, makeup, or hair care product after seeing it in a GRWM video.
- Almost three-quarters of Gen Z (71%) and 61% of millennials spend money on products trending on social media monthly or more frequently.
- Just over 2 in 5 (43%) of Gen Z and millennial females said in an average month they spend at least \$50 on trending products they saw on social media when talking about how many females are buying new products monthly.

Skincare is the real MVP when it comes to beauty expenditures.

1 out of 2 prioritize skincare when it comes to cash outlays while makeup spend ranks third.

Assessing needs vs wants differs by generation.

- Gen Zers (37%) are more likely to refer to social media for their beauty product purchases than millennials (30%).
- But millennials consider haircare, makeup and skincare more important than Gen Z.

