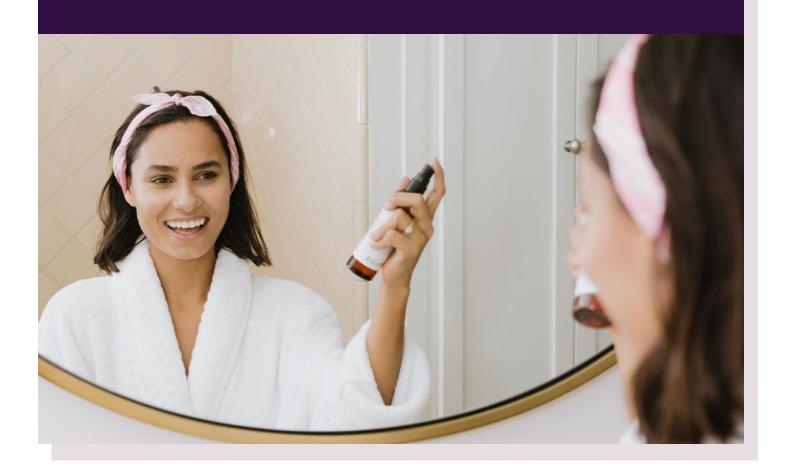
Ally Consumer Research

Survey Insights

Get ready with me.

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



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:**





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.

Survey Insights

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.

