

Beauty, Optimized

MAY 2026

BCG BOSTON
CONSULTING
GROUP

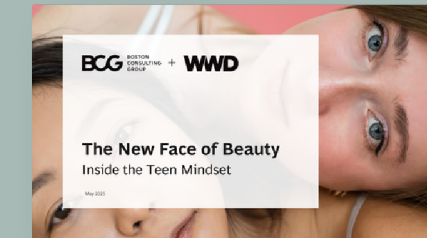
WWD





LAST YEAR

We took you inside
the teen mindset



TODAY

We examine the consumer
shaping beauty's next chapter

We surveyed a
census-balanced
sample of 5,000+
highly engaged
beauty consumers



Beauty is no longer just a routine; it is a *broader system of care*

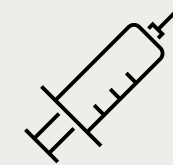
PAST 2-3 YEARS



PERFORMANCE & LONGEVITY

- Beauty is moving beyond products and procedures into more advanced, health-adjacent tools and treatments
- Key drivers of this shift include GLP-1s, injectable peptides, deep diagnostics, and recovery services

5 YEARS AGO



AESTHETIC PROCEDURES

- Over the last 5 years, aesthetics made beauty more intervention-led and outcome-focused
- As access and affordability improved, and stigma declined, more consumers adopted higher-impact procedures

10 YEARS AGO

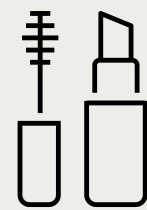


TRADITIONAL BEAUTY

- Established the multi-step beauty routine
- Remains the foundation as the category broadens

We assessed consumer behavior across *multiple categories*

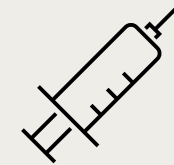
TRADITIONAL BEAUTY



7 CATEGORIES

- Facial skincare
- Body care
- Fragrance
- Hair care
- Color cosmetics

AESTHETIC PROCEDURES



11 CATEGORIES

- Injectables
- Laser skin resurfacing
- Skin tightening
- Body contouring
- Surgical cosmetics
- Surgical implants
- Hair loss treatments
- Hair transplant
- Professional teeth whitening
- Orthodontics
- Cosmetic dental

PERFORMANCE & LONGEVITY



9+ CATEGORIES

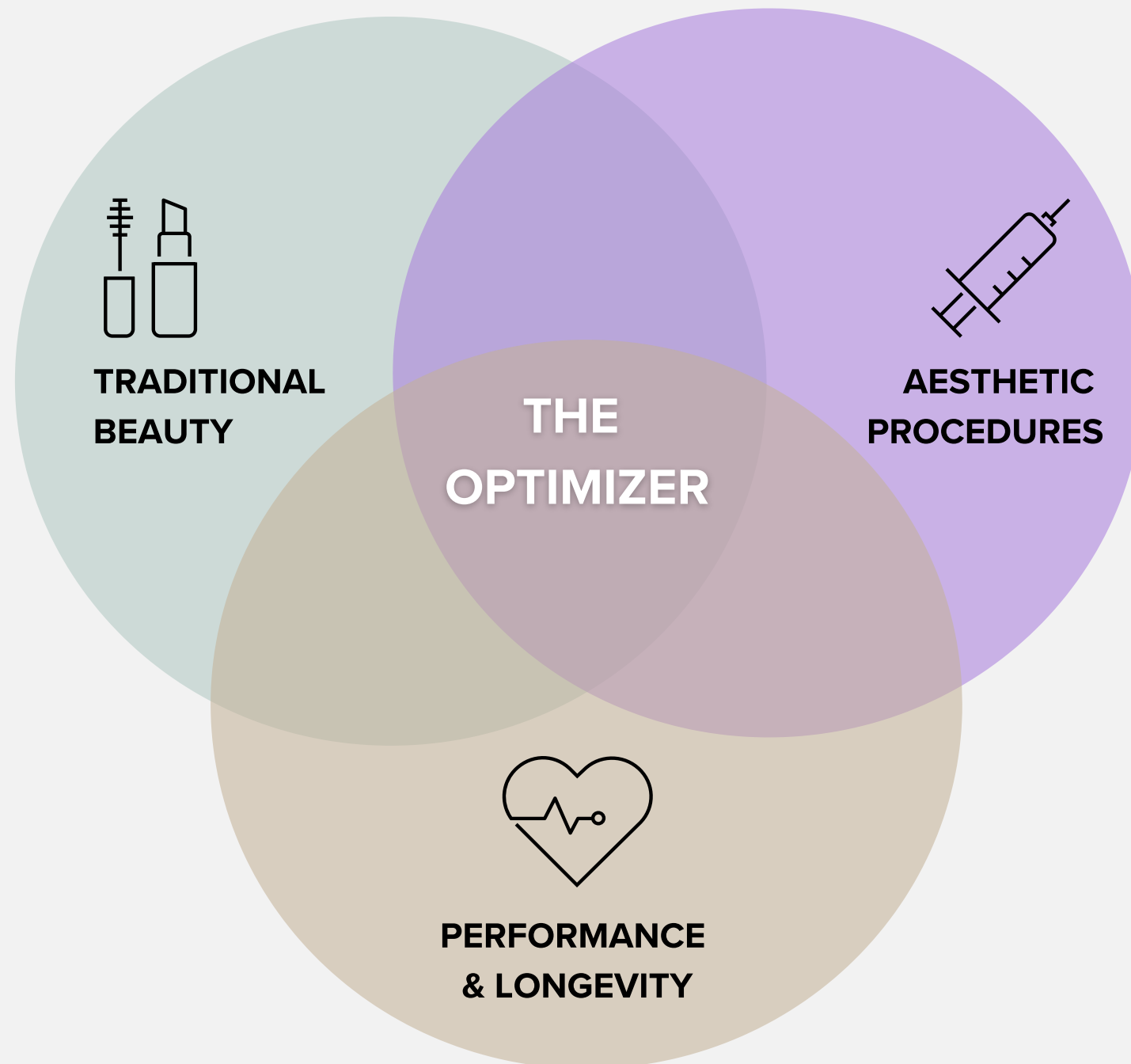
- IV therapy
- Injectable peptides
- GLP-1
- Biohacking services
- Longevity clinics
- Preventative health testing
- Longevity clinics
- Targeted supplements
- Beauty supplements
- Longevity supplements
- Prescription skincare
- 10+ general health & wellness products / services



Meet the Optimizer

THE OPTIMIZER's routine is at the *intersection* of traditional beauty, aesthetics, and performance & longevity

Optimizers used traditional beauty, aesthetic procedures, and performance & longevity offerings in the last 12 months



**OPTIMIZERS
REPRESENT**

6%

OF U.S. ADULTS¹

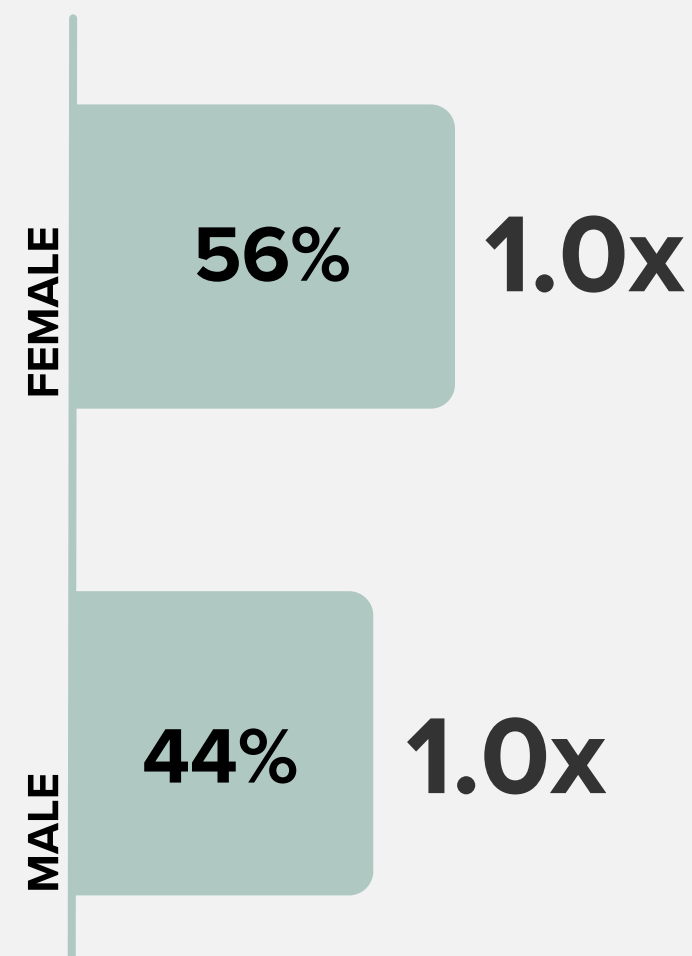
**15M
OPTIMIZERS
TODAY**

1. U.S. adult population aged 18+
Source: BCG x WWD Beauty Expansion Consumer Study, April 2026 (N=309)

Optimizers are *more Millennial and affluent* than the average beauty consumer, with representation across U.S. regions

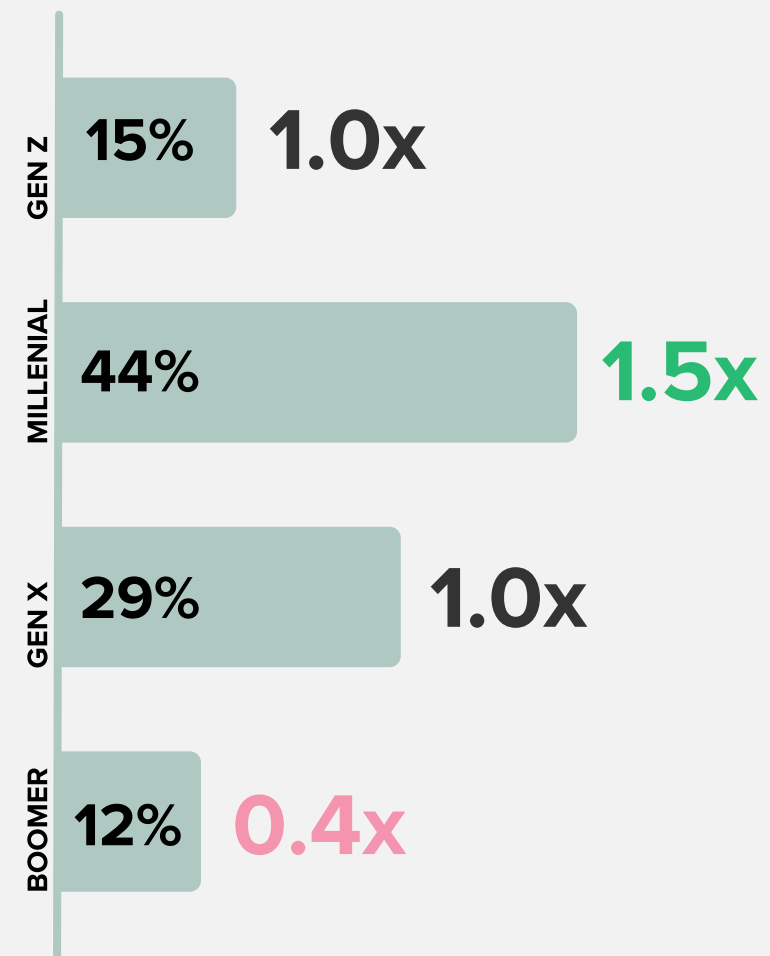
GENDER

Optimizer vs. overall beauty¹



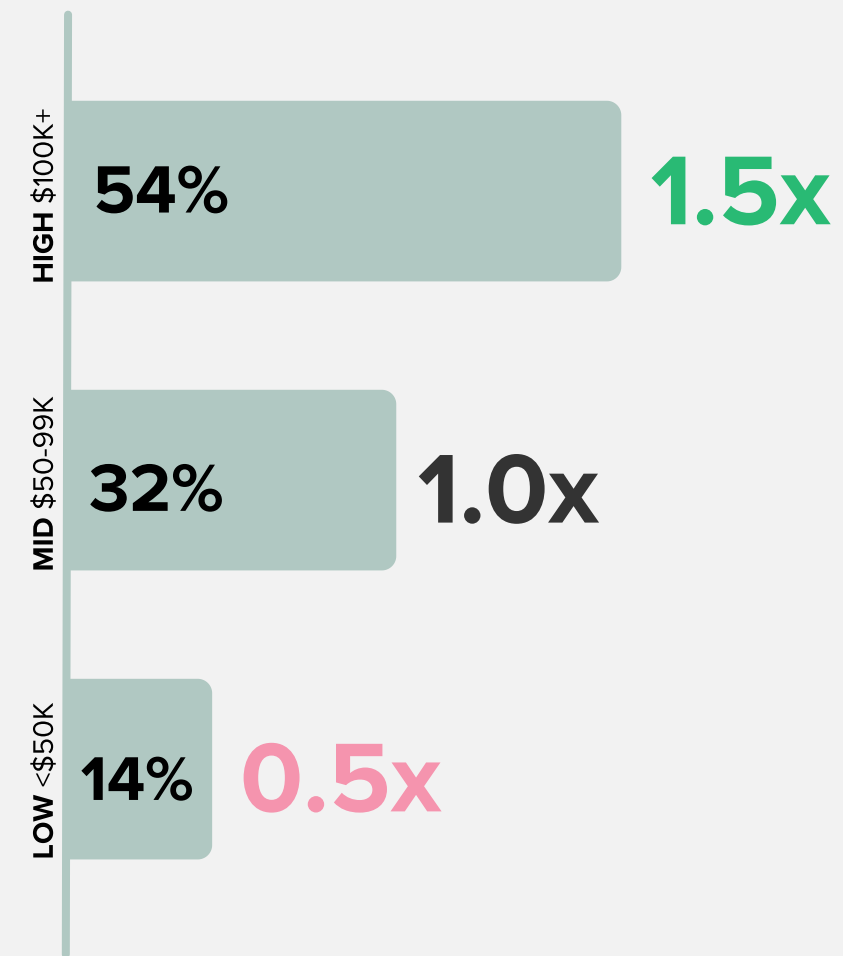
GENERATION

Optimizer vs. overall beauty¹



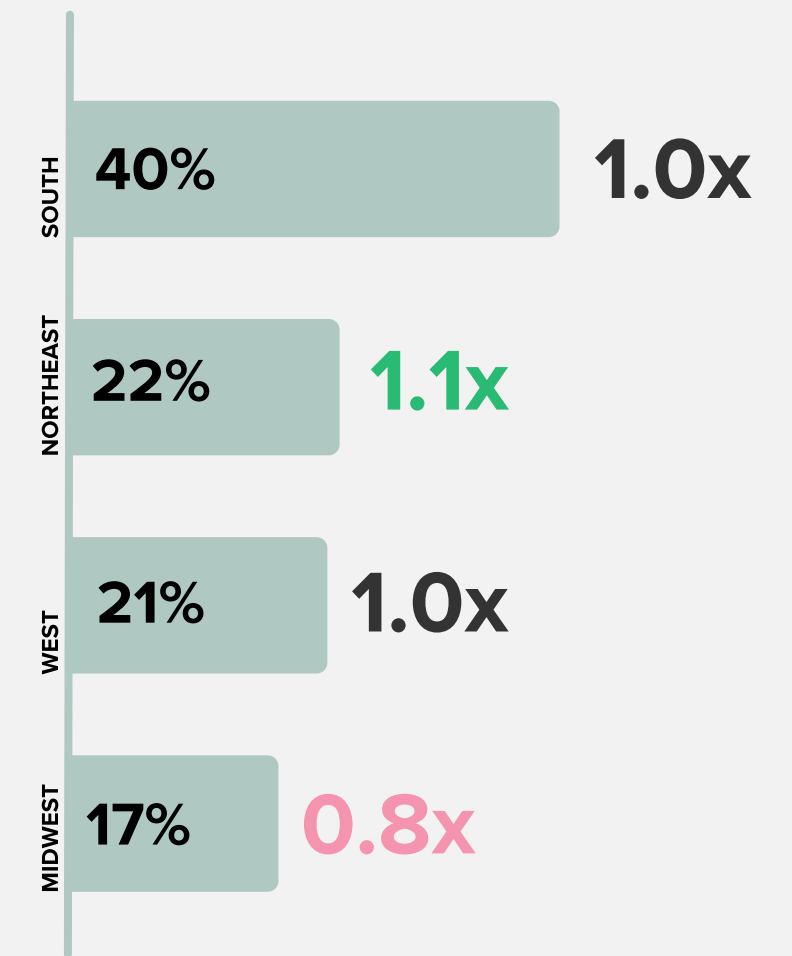
HOUSEHOLD INCOME

Optimizer vs. overall beauty¹



U.S. REGIONS

Optimizer vs. overall beauty¹



¹. All respondents who used traditional beauty in LTM (N=3046)
Source: BCG x WWD Beauty Expansion Consumer Study, April 2026 (N=309)



For the Optimizer, beauty extends *beyond appearance* into *performance*



70%

ARE OPEN TO **INNOVATIVE AND NON-TRADITIONAL** BEAUTY SOLUTIONS

70%

PROACTIVELY TRY TO **PREVENT SIGNS OF AGING**

80%

SAY BEAUTY IS ABOUT HOW **THEY FEEL** **BOTH PHYSICALLY AND MENTALLY**

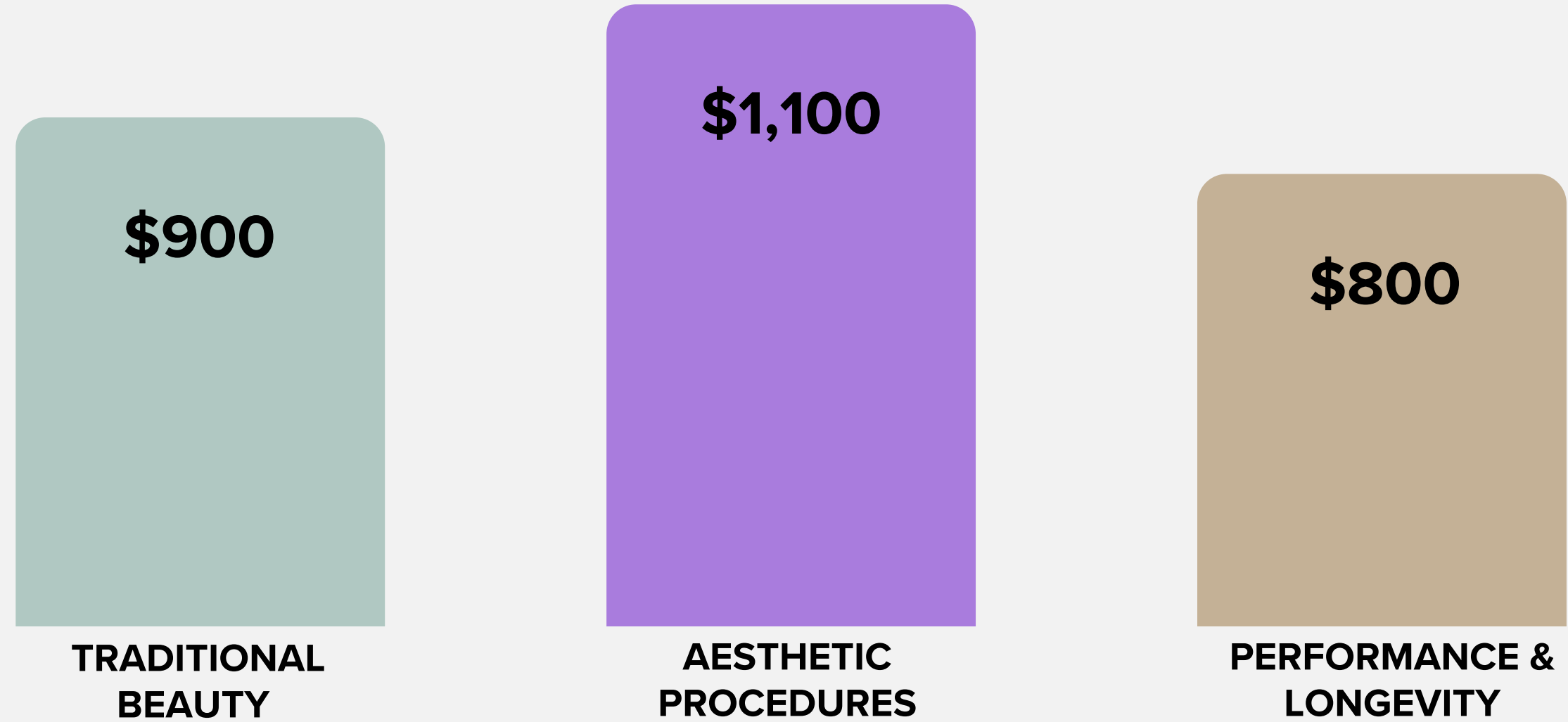
They drive *meaningful spend* across the beauty ecosystem...

\$3K

OPTIMIZERS' AVERAGE SPEND ACROSS CATEGORIES LAST YEAR

Optimizer spend extends beyond traditional beauty

Average annual spend by category



Source: BCG x WWD Beauty Expansion Consumer Study, April 2026 (N=309)

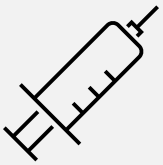
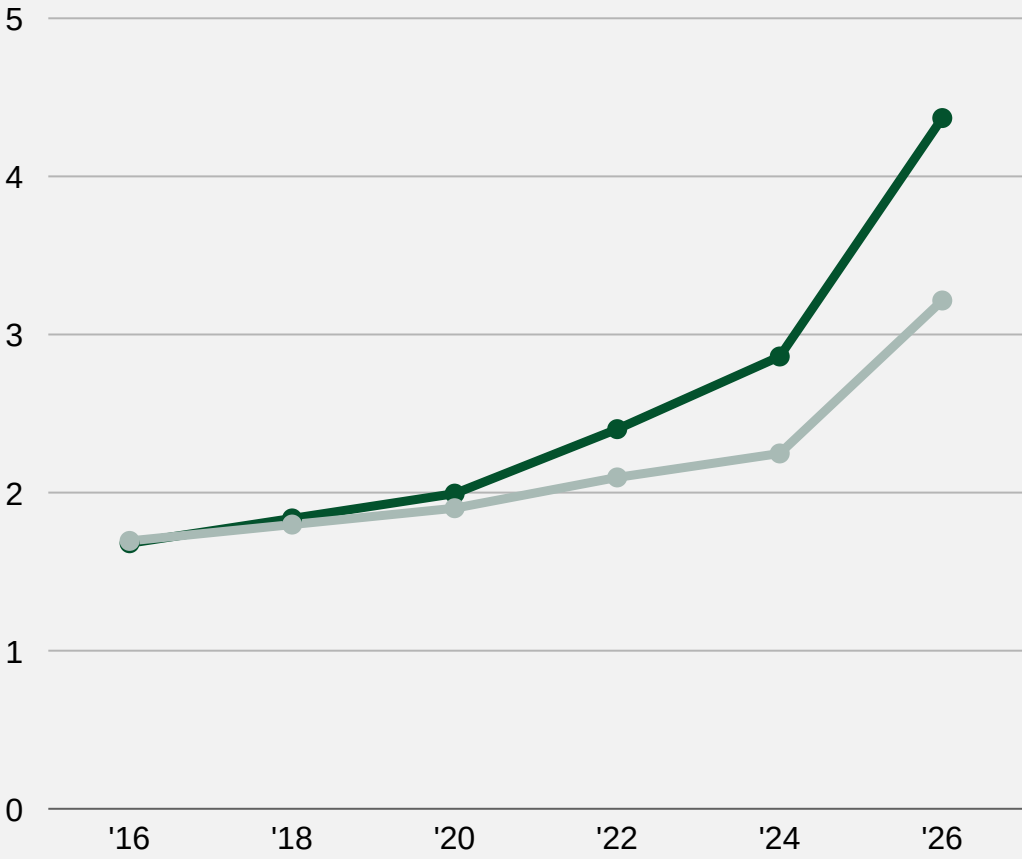
...and lead adoption of new categories with *deeper engagement* over time...



TRADITIONAL BEAUTY

Adoption curve for Optimizer vs. overall beauty consumer¹

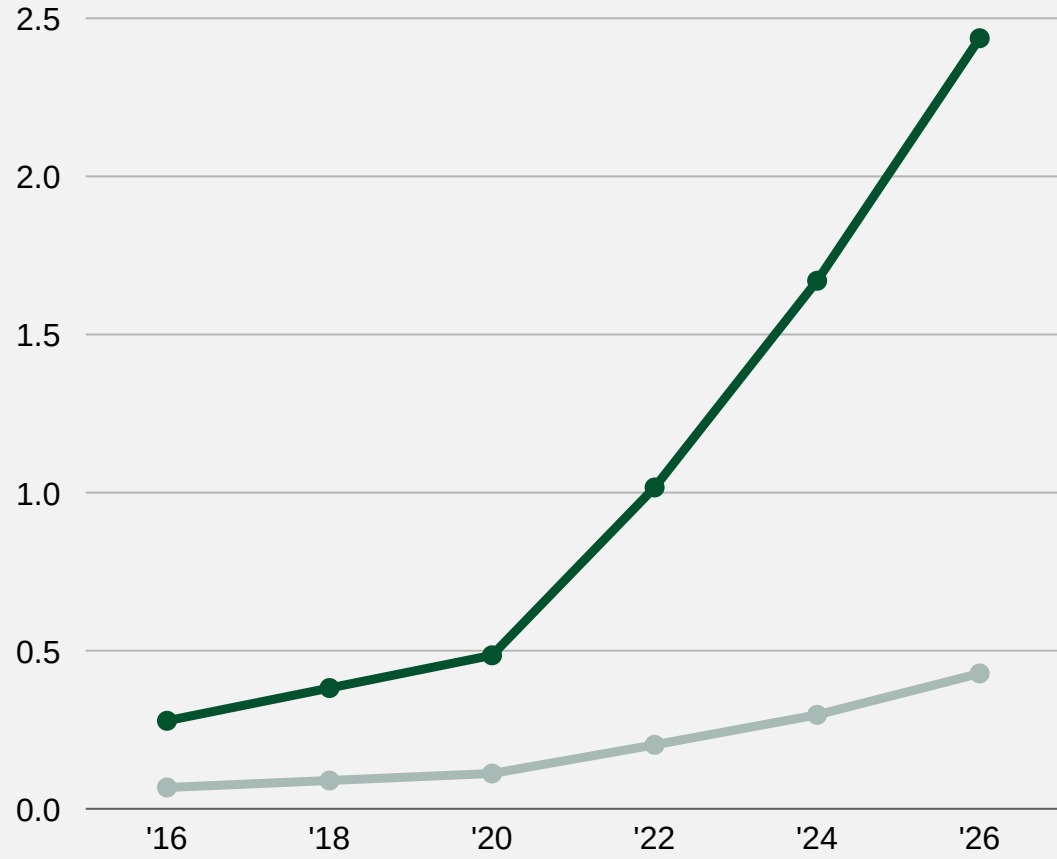
AVG # OF CATEGORIES



AESTHETIC PROCEDURES

Adoption curve for Optimizer vs. overall beauty consumer¹

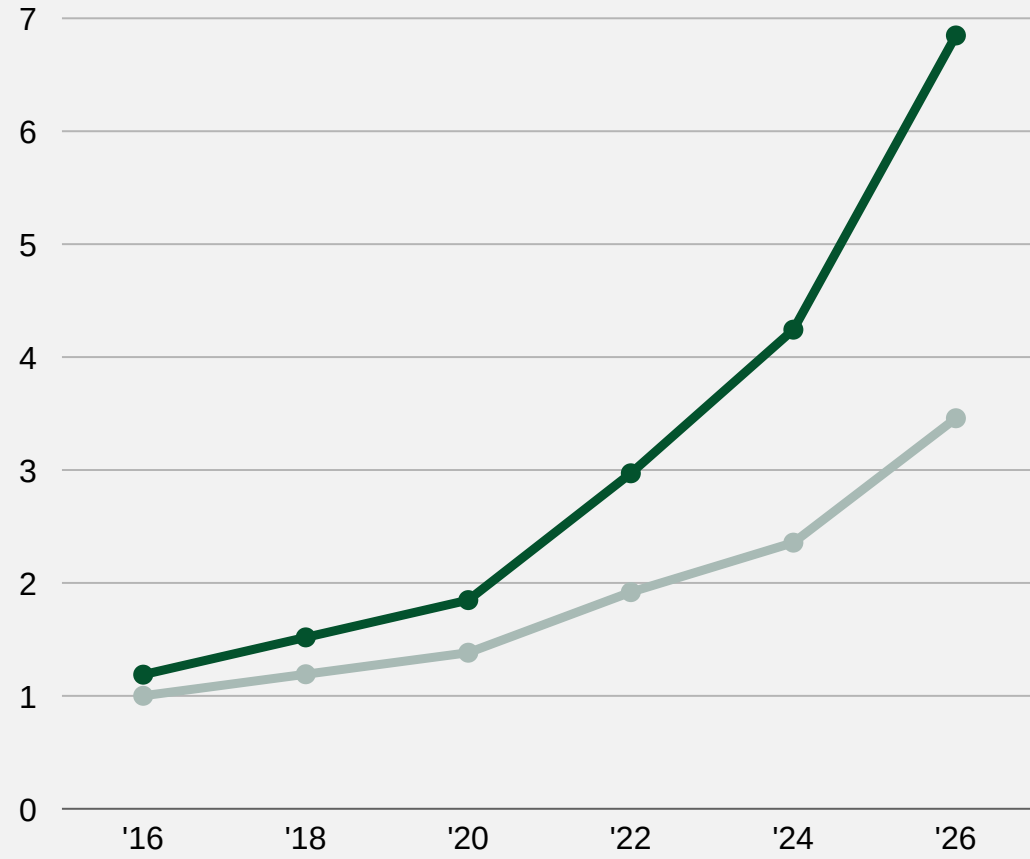
AVG # OF CATEGORIES



PERFORMANCE & LONGEVITY

Adoption curve for Optimizer vs. overall beauty consumer¹

AVG # OF CATEGORIES



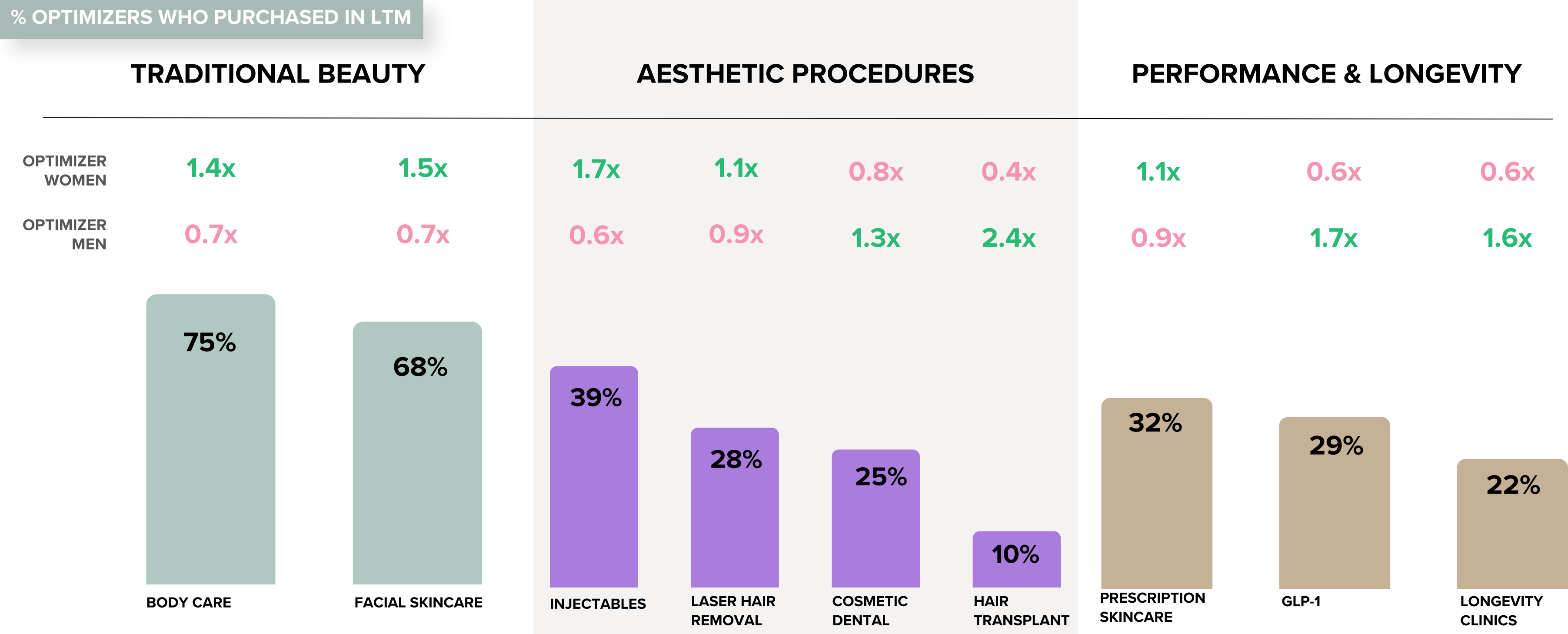
— OPTIMIZER
— OVERALL BEAUTY

1. All respondents who used traditional beauty in LTM (N=3046)
Source: BCG x WWD Beauty Expansion Consumer Study, April 2026 (N=309)

...however, traditional beauty remains *the foundation* of Optimizers' routine



% OPTIMIZERS WHO PURCHASED IN LTM



Note: Index compares Optimizer women vs. Optimizer men
 Source: BCG x WWD Beauty Expansion Consumer Study, April 2026 (N=309)



Aesthetic procedures
are *incremental* to
traditional beauty

100% OF OPTIMIZERS USED AT LEAST
ONE AESTHETIC PROCEDURE IN LTM

Aesthetics are incremental to routines...

70%

SAY AESTHETICS ARE A **CORE OR REGULAR
MAINTENANCE STEP** IN THEIR ROUTINES

... and increase engagement in traditional
beauty categories

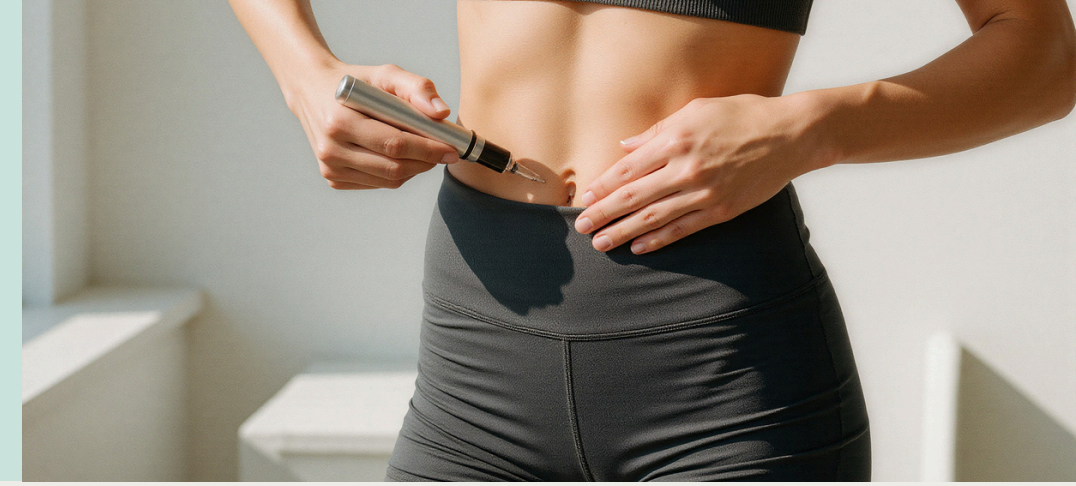
70%

INVESTED MORE IN **PREMIUM
OR MEDICAL GRADE SKIN CARE**

50%

ADOPTED **MORE STEPS OR
INGREDIENTS** IN THEIR ROUTINES

Similarly, use of GLP-1 increases cross-shop of traditional beauty and aesthetics



30% OF OPTIMIZERS USED A GLP-1 IN LTM

Starting GLP-1s created new beauty needs for Optimizers

Pulling them into high value segments of broader beauty

60% NOTICED CHANGES IN FACIAL VOLUME, SKIN QUALITY, DRYNESS, OR BREAKOUTS



50% INCREASED USE OF LUXURY OR MEDICAL-GRADE SKINCARE PRODUCTS

40% SAW SAGGING OR LOOSE SKIN ON THE FACE, OR CHANGES SKIN ON THE BODY



80% INCREASED USE OF FILLERS / INJECTABLES, SKIN TIGHTENING, CONTOURING, OR LASER TREATMENT

For Optimizers, beauty is *below the surface*

Optimizers over index on supplements compared to overall beauty consumers

OPTIMIZERS VS. OVERALL BEAUTY¹

4.0x LONGEVITY & ANTI-AGING SUPPLEMENTS
(E.G., NAD+, NMN)

2.0x BEAUTY SUPPLEMENTS
(E.G., COLLAGEN, BIOTIN, HAIR GROWTH)

1.6x TARGETED SUPPLEMENTS
(E.G., SLEEP, STRESS, IMMUNITY)

Signaling the growing role of internal wellbeing and preventative medicine in beauty

60% OF OPTIMIZERS WHO PURCHASE COSMETICS ALSO INVEST IN **BEAUTY SUPPLEMENTS**

60% OF OPTIMIZERS WHO PURCHASE **SKINCARE** ALSO INVEST IN **TARGETED SUPPLEMENTS**

1. All respondents who used traditional beauty in LTM (N=3046)
Source: BCG x WWD Beauty Expansion Consumer Study, April 2026 (N=309)

Layering advanced treatments allows Optimizers to *maximize outcomes*

% OF OPTIMIZERS WHO CROSS-SHOPPED IN LTM

75%

PURCHASED...

IV THERAPY

ALSO PURCHASED...

BEAUTY & TARGETED SUPPLEMENTS

50%

LASER SKIN RESURFACING

PRESCRIPTION SKINCARE

60%

SURGICAL IMPLANTS

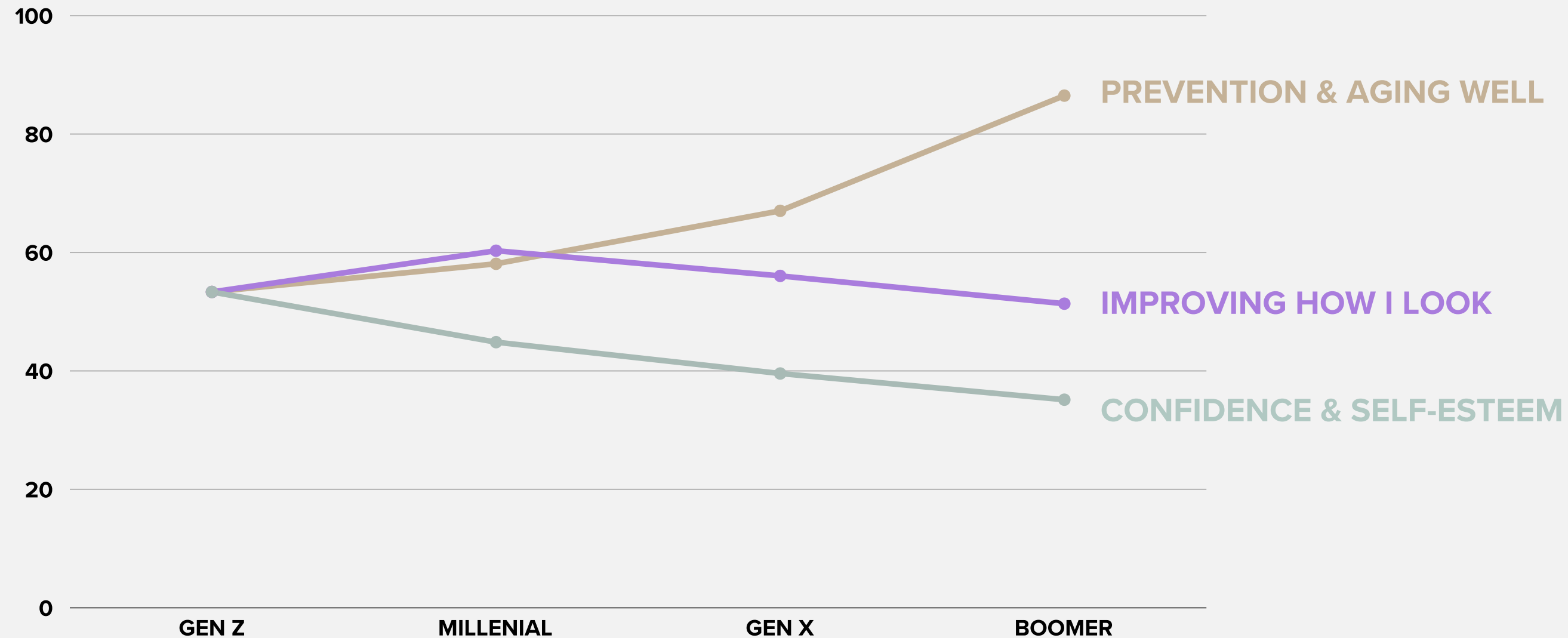
INJECTABLES

Note: Cross shop calculated based on Optimizers who have indicated purchased both categories in LTM
Source: BCG x WWD Beauty Expansion Consumer Study, April 2026 (N=309)

Over time, their priorities shift from looking better to *aging better*

Primary reasons for using beauty

% of Optimizers who agree¹



Younger Optimizers are motivated by a balanced mix of appearance, confidence, and prevention

By midlife, the importance of appearance peaks...

...but prevention quickly becomes the lead agenda

1. Ranked as a top 3 reason why they use beauty
Source: BCG x WWD Beauty Expansion Consumer Study, April 2026 (N=309)



**NAVIGATING THE NEW
BEAUTY ECOSYSTEM**

The role of social media is *evolving*

Influencers still drive awareness...

40% OF OPTIMIZERS DISCOVER VIA **CELEBRITY / INFLUENCER POSTS** OR **SOCIAL MEDIA ADS**

...but no longer command trust

1 in 20 CITE SOCIAL MEDIA AS THEIR **MOST TRUSTED SOURCE**



Optimizer discovery is increasingly driven by *peers, professionals, and proven results*



Discovery is increasingly fueled by Optimizers' personal networks

#1 FRIENDS & FAMILY ARE THE **MOST FREQUENT** SOURCE OF DISCOVERY

65% OPENLY TALK ABOUT THEIR BEAUTY PRODUCTS & TREATMENTS WITH OTHERS¹

Expert guidance cuts through the noise and builds credibility

#1 MEDICAL PROFESSIONALS ARE THE **MOST TRUSTED** SOURCE OF DISCOVERY

75% CHOOSE BRANDS BASED ON **PROVEN EFFICACY AND SCIENTIFIC VALIDATION**¹

AI is reshaping how
Optimizers *research and
choose* beauty solutions

75%

USED AI TO RESEARCH BEAUTY, WELLNESS,
OR LONGEVITY TOPICS IN THE LAST MONTH

25%

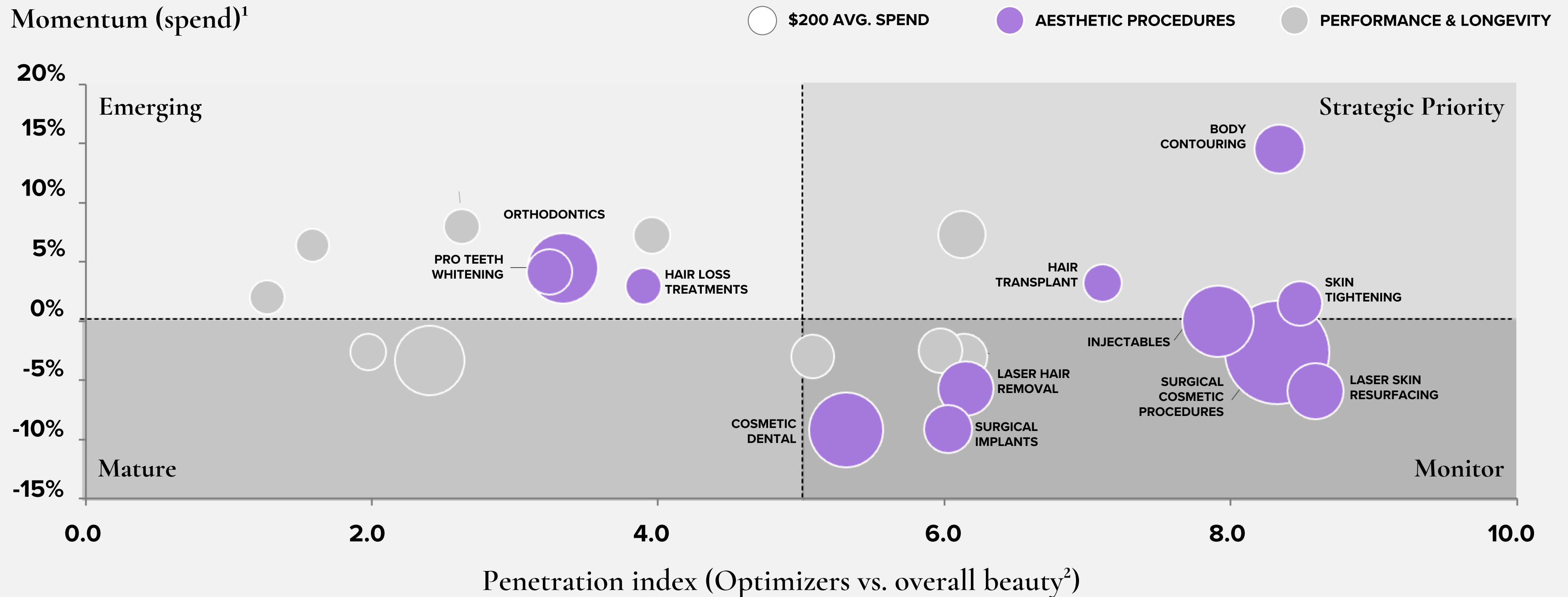
SAY THAT AI IS THEIR PRIMARY RESEARCH
SOURCE FOR THESE TOPICS

40%

OF **MEN** USE AI TOOLS TO BUILD
PERSONALIZED ROUTINES
1.9X MORE THAN WOMEN

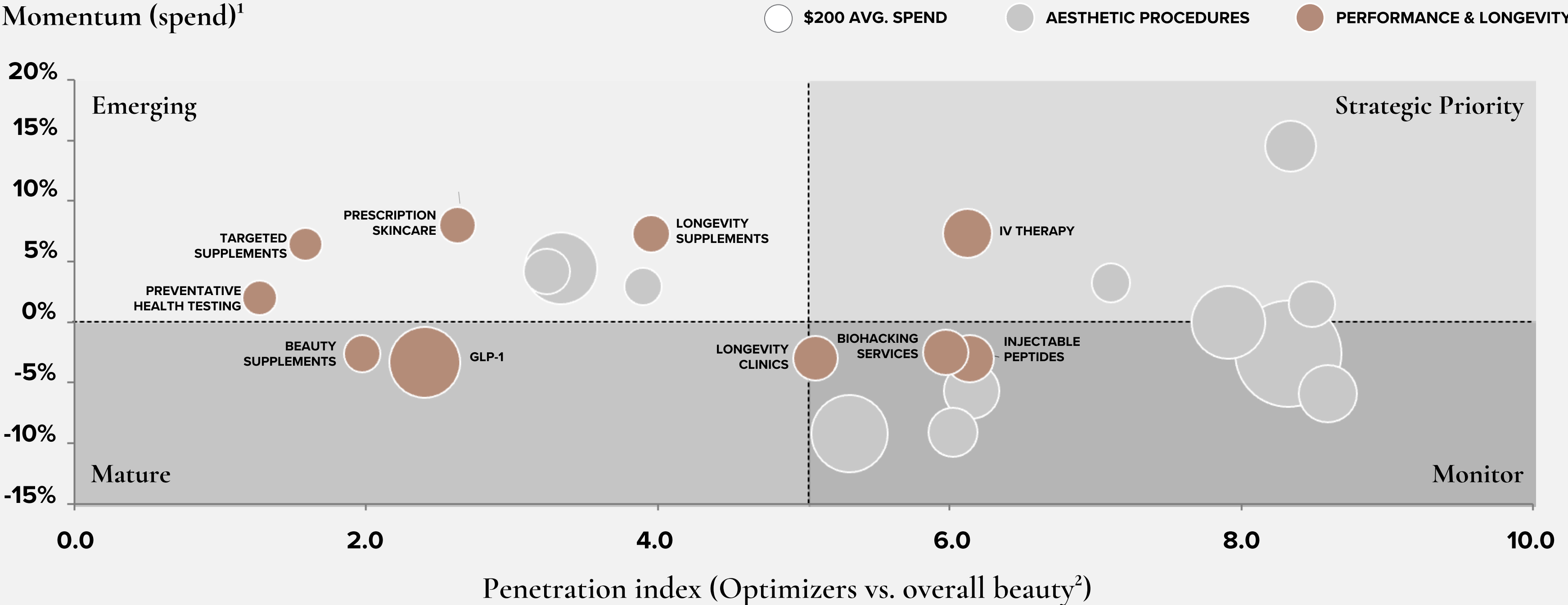
Expert-backed, structured, and easily retrievable digital
content critical to influence consideration and choice

As facial procedures mature, *body, hair, and dental treatments* represent the next frontier



1. Net change in consumers planning to increase in next 2 years minus increasing spend in last 2 years; 2. Overall beauty includes all respondents who used traditional beauty in LTM (N=3046)
 Source: BCG x WWD Beauty Expansion Consumer Study, April 2026 (N=309)

Penetration of injectable peptides & IV likely accelerated by aesthetics; Supplements and longevity services *key categories to watch*



1. Net change in consumers planning to increase in next 2 years minus increasing spend in last 2 years; 2. Overall beauty includes all respondents who used traditional beauty in LTM (N=3046)
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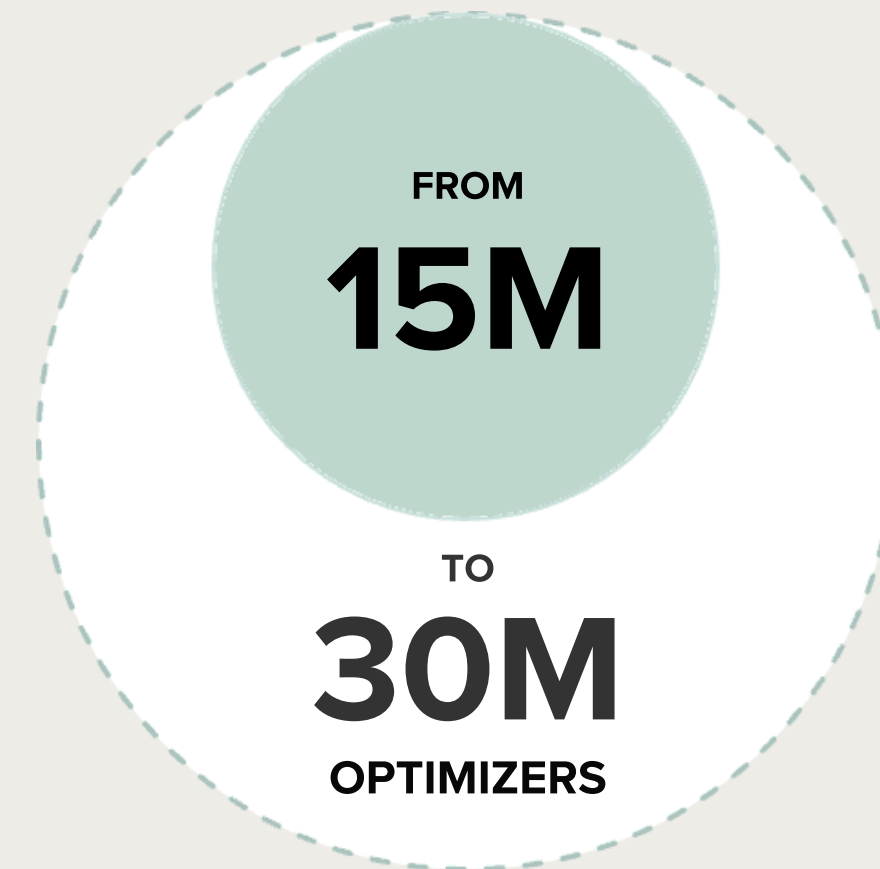
\$30B+ value creation for overall beauty as Optimizers' behavior becomes more mainstream



Category tailwinds suggest Optimizer behavior is becoming more mainstream

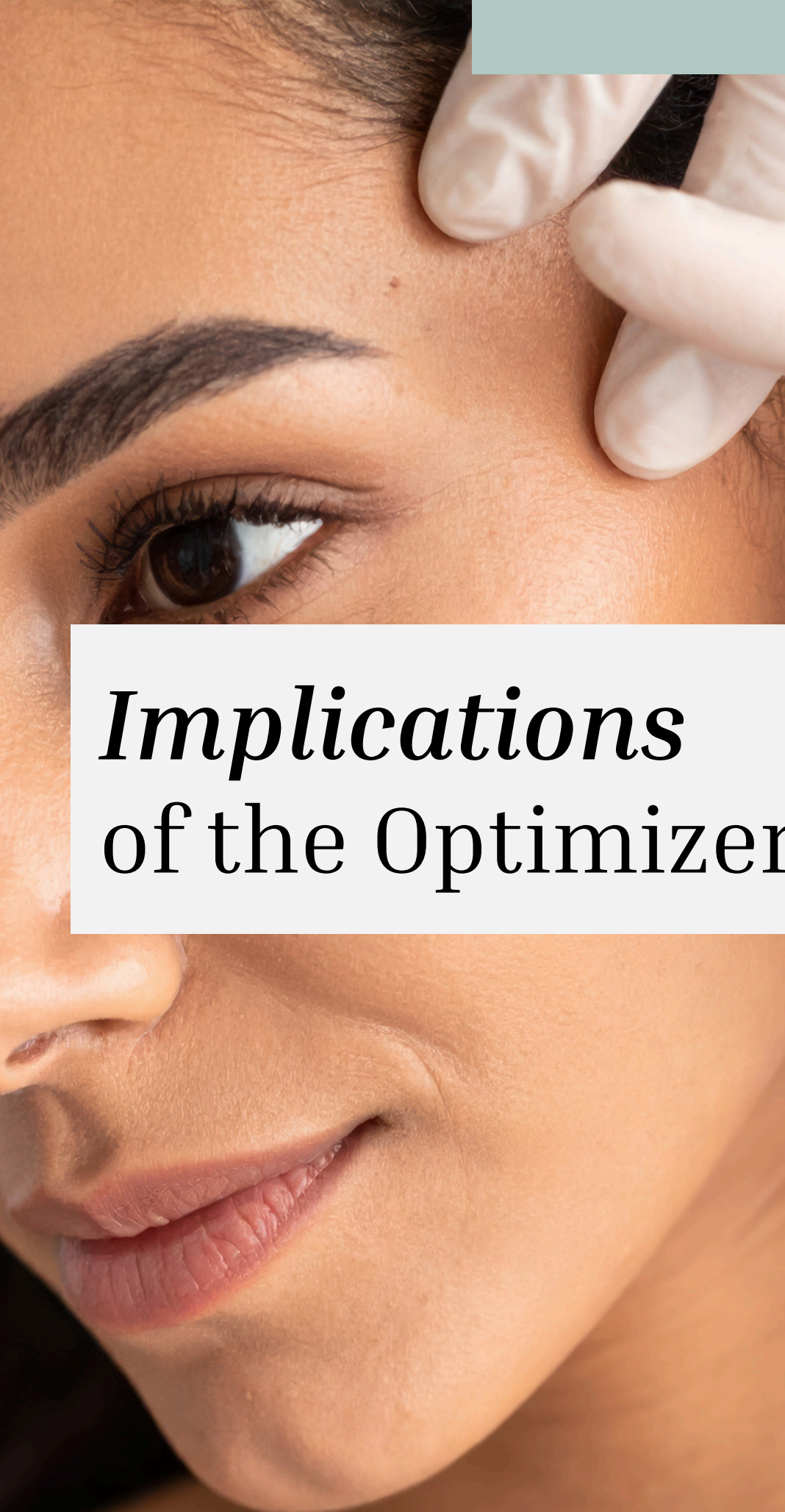
If Optimizer segment doubles, cross-category behaviors could create \$30B+ in value for broader ecosystem

- Emphasis on efficacy increasing focus on outcomes and performance-per-dollar
- Transition of treatments from episodic to routine maintenance behavior
- Continued aesthetic procedure normalization as stigma declines and accessibility improves
- Earning power growth as Millennials enter peak earning years



\$10B+
AESTHETIC
PROCEDURES

\$20B+
PERFORMANCE
& LONGEVITY



Implications of the Optimizer

01 The definition of beauty is expanding

As aesthetics, performance & longevity feature in more of the consumer journey, traditional brands need to explore where they fit in the broader ecosystem

02 Winners will own outcomes, not just products

Routines are built around efficacy, making integrated beauty systems more compelling than standalone hero SKUs

03 Traditional beauty remains the foundation

Aesthetics, performance & longevity are incremental and deepen engagement with traditional categories, especially higher-value offerings (e.g., pro hair care, medical-grade skincare)

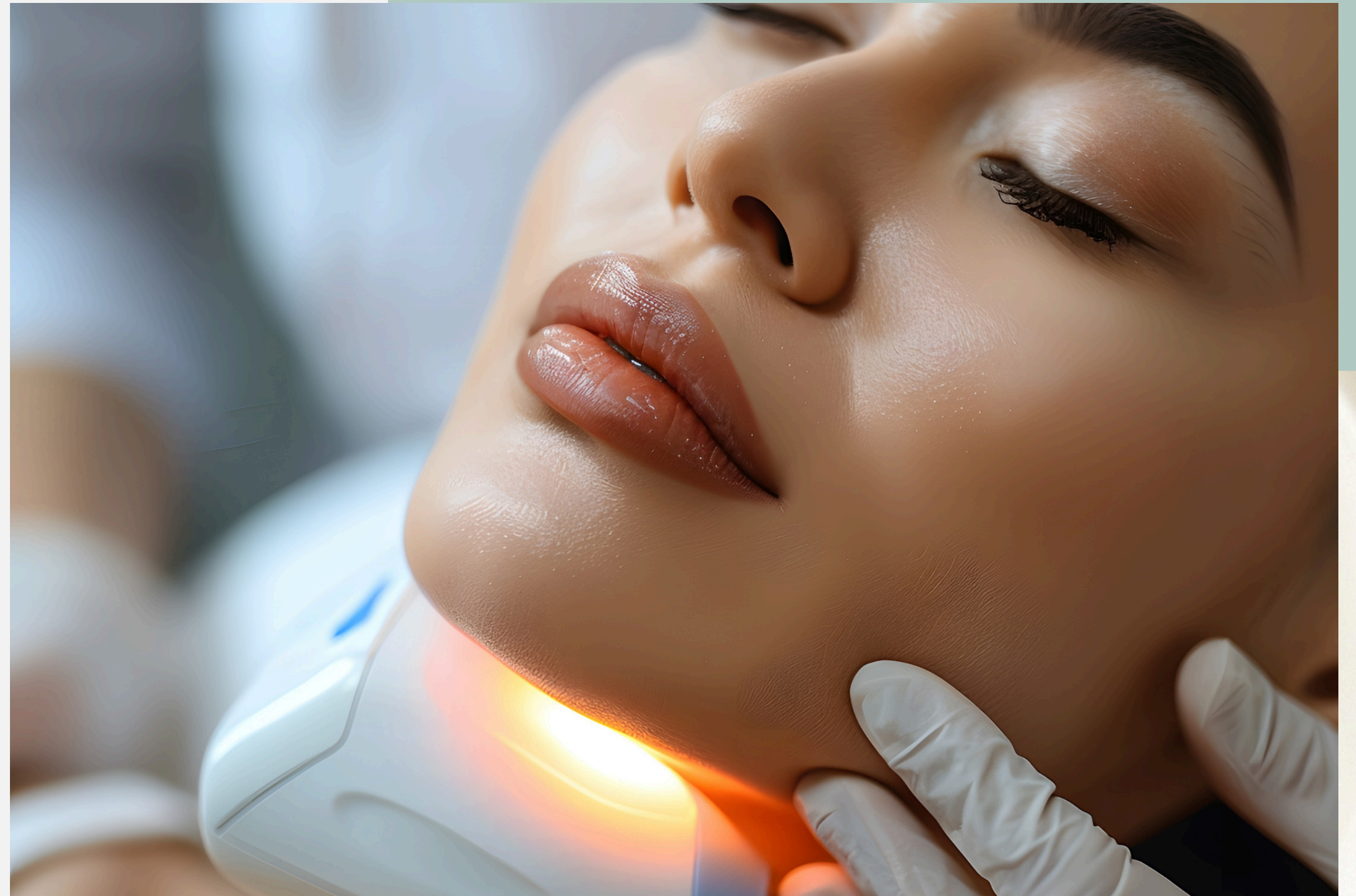
04 Optimizers signal where the market is headed

Their behavior signals the capabilities and propositions beauty consumers will expect next

Thank You

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WWD



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