

The new beauty consumer.

She's practical, simple and sweet.



92% say more low-cost products.



61% say there's a better selection.

SEPHORA



82% say more luxury products.



56% say better in-store display.



Looks good.
81% buy make-up.



Wears mascara.
41% it's a #1 must-have.



Loves a deal.
72% spend <\$50.



Wants quality.
78% get luxury items.



Is simple.
50% wear less make-up now.



NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.

LEARN MORE

METHODOLOGY: The Surveys on the Go® (SOTG) Mobile App was used to trigger surveys based on observed app & web and brick & mortar store behavior. Brick & Mortar and App & Web targeted observed shoppers to these retailers. N=3,000.