

GEN Z & GEN ALPHA SKINCARE INSIGHTS

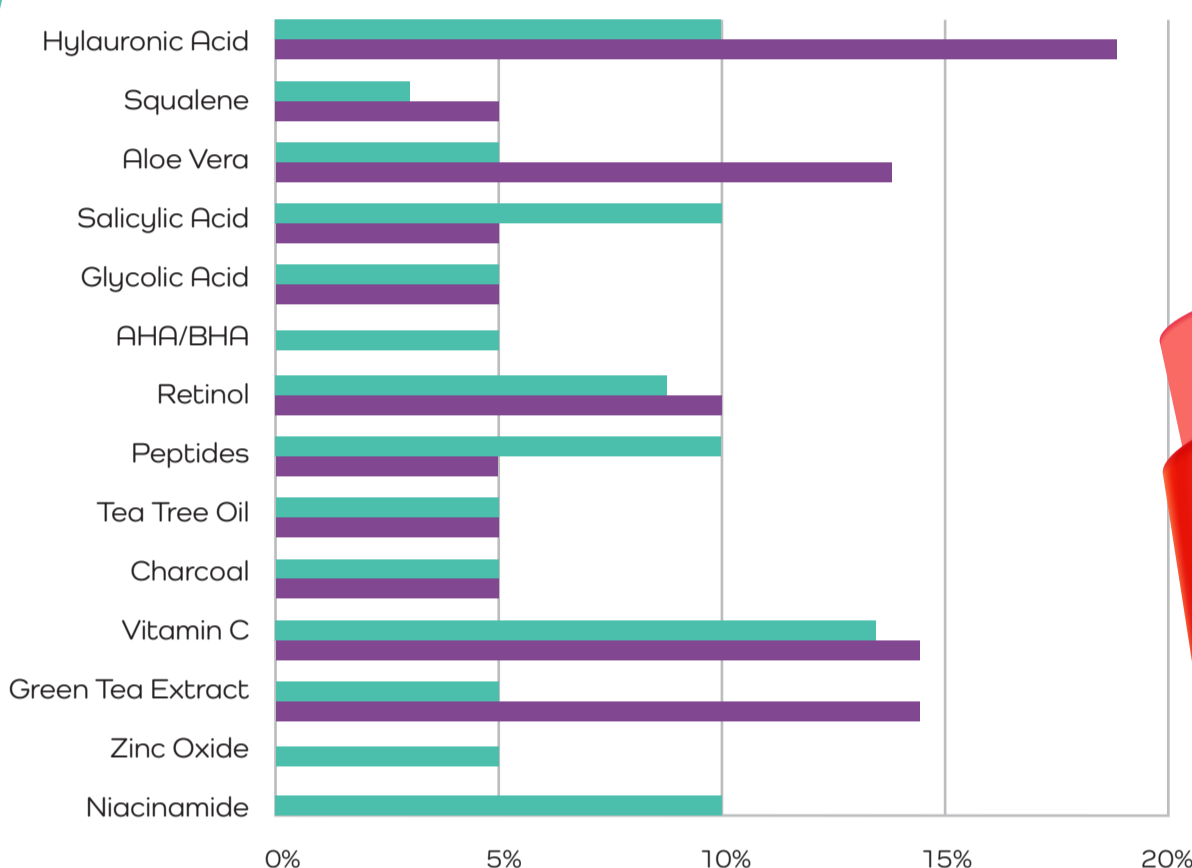
vagaro

GEN Z

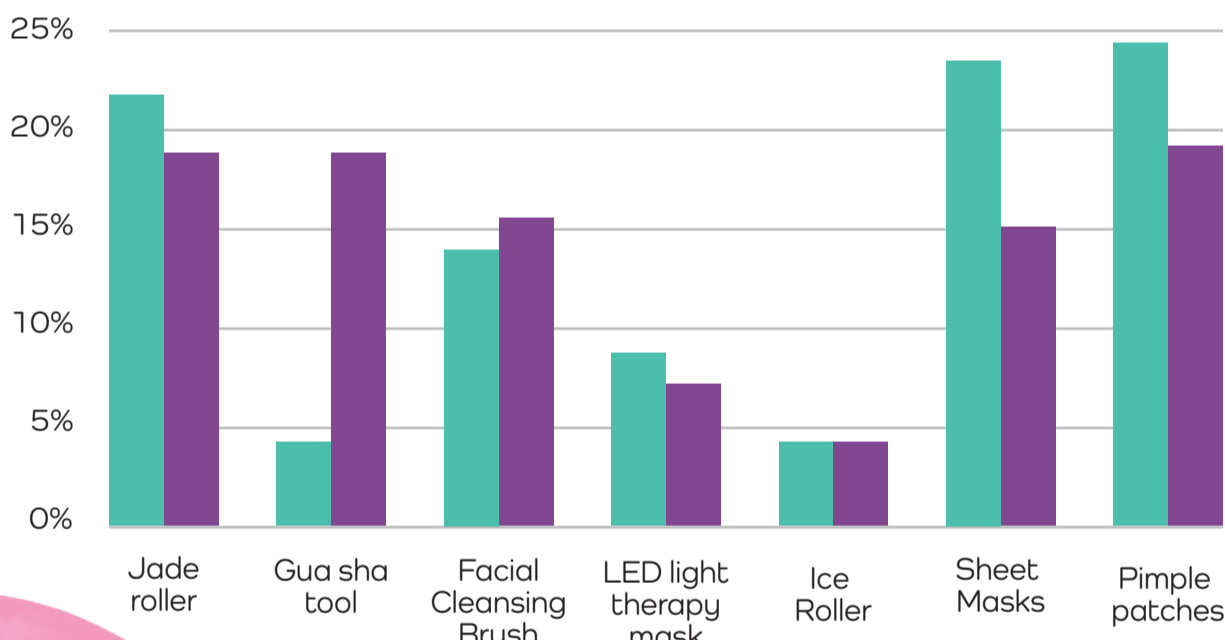
GEN ALPHA



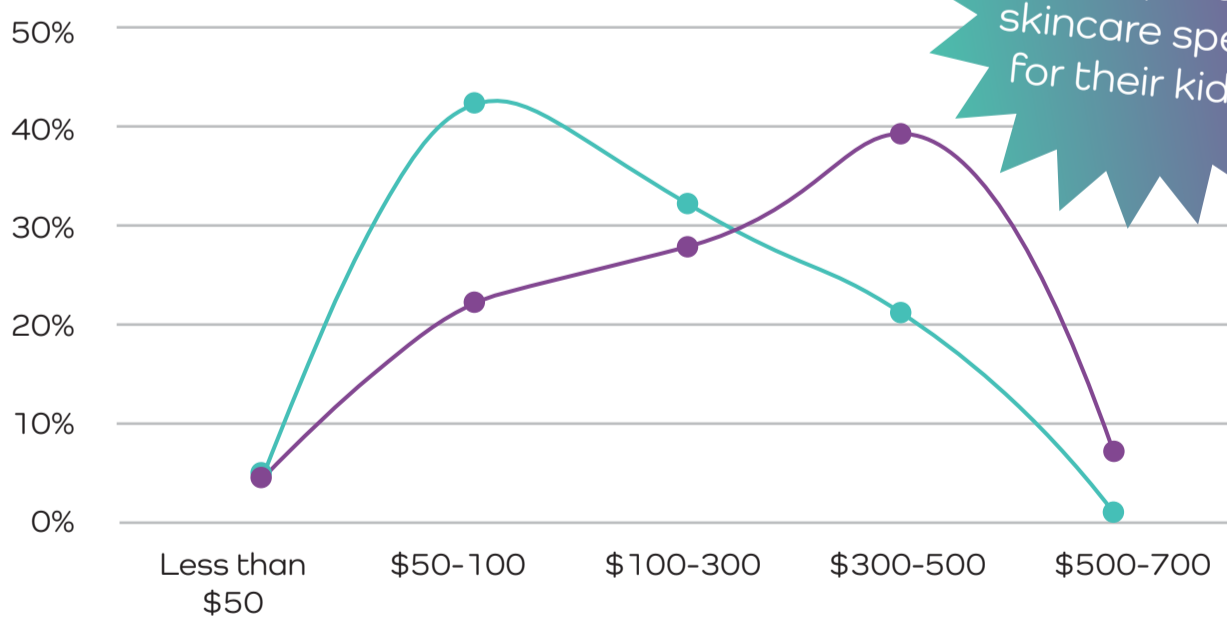
TOP SOUGHT-OUT INGREDIENTS



POPULAR PRODUCTS



AVERAGE SPEND



INFORMATION SOURCES

Gen Z & Gen Alpha are more likely to get skincare knowledge from online sources such as YouTube, social media, and Google searches compared to more traditional methods like school, health classes, dermatologists, or family.

Traditional
43%

Online
57%