

# Beauty's Next Big Challenge To Win Over Gen Z—Reveive's Report Shows How

*The latest report uncovers key global insights into Gen Z's beauty shopping preferences and skincare habits in the digital-first world.*

LONDON, UNITED KINGDOM, March 12, 2025 /EINPresswire.com/ -- [Reveive](#), a global leader in AI-powered beauty and wellness technology, has unveiled its latest report, *The Gen Z Effect: What Beauty Brands Need to Know to Win Their Loyalty*. The findings reveal how this digitally savvy generation—responsible for 35% of total website traffic and driving an 85% engagement rate—is rewriting the rules of skincare.



Gen Z Is Redefining Beauty—Are Beauty Brands and Retailers Keeping Up?

reveive

With their demand for hyper-personalization, clean beauty, and immersive experiences, brands that fail to engage Gen Z risk becoming irrelevant. According to Reveive's insights, 56% of Gen Z consumers prioritize fragrance-free skincare, 33% prefer paraben-free formulations, and 72% are actively seeking multi-use products to streamline their routines. Additionally, Gen Z shoppers have a 40% higher purchase and add-to-cart rate than other demographics, making them a key revenue driver for beauty brands.

"Gen Z isn't just buying skincare – they're setting new industry standards," says Sampo Parkkinen, CEO at Reveive. "They expect brands to speak their language, integrate tech-driven experiences, and align with their values of sustainability and inclusivity."

## Inside the Minds of Gen Z Beauty Consumers

**Tech-Powered Personalization:** 58% of Gen Z consumers engage in selfie-based digital experiences, and brands using AI-driven consultations and AR try-ons see 30% higher engagement rates.

Clean, Transparent Beauty: 81% of Gen Z consumers say ingredient transparency influences their purchasing decisions.

Social-First Discovery: TikTok, Instagram, and Snapchat are primary beauty discovery platforms, with 58% of Gen Z shoppers making skincare purchases based on social media recommendations and selfie-based digital experiences.

Regional Differences Matter: North American Gen Z consumers favor high-end skincare, purchasing 3.9 products per order—20% above the global average. In Asia-Pacific (APAC), 80% prioritize affordability, with a strong demand for paraben-free and organic formulations. In Europe, 40% of Gen Z consumers have a higher purchase rate than the global average, with 52% preferring dermocosmetics. Meanwhile, in the UK, 81% of Gen Z shoppers opt for fragrance-free skincare, aligning with rising concerns over sensitivity and irritation.

### How Brands Can Win the Gen Z Beauty Game

Leverage AI & AR for Personalization: Virtual consultations and AI-powered recommendations increase engagement and trust.

Emphasize Ingredient Transparency: 81% of Gen Z consumers demand clear, science-backed formulations.

Engage Gen Z Where They Are: Half of the Gen Z population makes skincare purchases based on social media trends, making platforms like TikTok and Instagram crucial.

Balance Affordability with Exclusivity: While North America favors premium skincare, APAC consumers seek budget-friendly, multi-use options.

Gen Z is rewriting the future of beauty. Revieve's latest report makes it clear—brands that innovate and align with their values will lead the way. Download Revieve's ["The Gen Z Effect: What Beauty Brands Need to Know to Win Their Loyalty"](#) report, and discover the key strategies to engage this influential generation.

### About Revieve

Revieve is the preferred provider to beauty brands and retailers, delivering a digitally-driven, personalized brand experience through its enterprise-grade beauty and wellness technology platform. At the cutting edge of the beauty and wellness industry, Revieve leverages a broad, versatile range of AI technologies, including advanced Generative AI, to deliver next-gen consumer experiences.

Revieve offers a digitally-driven, personalized brand experience through its enterprise-grade beauty and wellness technology platform, serving cross-category, cross-channel, and throughout the customer journey.

Revieve's trusted solutions portfolio includes the AI Skincare Advisor, AI Makeup Advisor, AI Makeup Artist with Virtual Try-On, AI Suncare Advisor, and more. The platform seamlessly integrates personalized shopping solutions, driving tangible business value by increasing consumer engagement, conversion, and basket size across all digital in-store and online brand touchpoints.

Revieve's solutions are also available on [Google Cloud Marketplace](#), ensuring easy integration and accessibility.

Press Contacts:

Irina Mazur  
Chief Product and Marketing Officer  
[irina@revieve.com](mailto:irina@revieve.com)

Vitalia Vasilkova  
Marketing Director  
[vitalia@revieve.com](mailto:vitalia@revieve.com)  
[www.revieve.com](http://www.revieve.com)

Vitaliia Vasilkova  
Revieve  
[vitalia@revieve.com](mailto:vitalia@revieve.com)

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