

## THE ALLURE OF CELEBRITY



Celebrities have been endorsing consumer products, or marketing their own, since the dawn of advertising. Today, nearly half (45%) of US beauty-buying females surveyed say they've purchased a beauty/personal care product (BPC) owned or founded by a celebrity in the past 12 months; with 52% saying they've bought from a celebrity-endorsed brand. But does the initial buy turn into brand loyalty, or will today's recent tidal wave of celeb-backed beauty offerings evaporate to a mere trickle in short order?

### WHAT SHE'S BUYING FROM CELEBRITY BRANDS

Products She's Purchasing	From Her Fave Female Celeb	From Her Fave Male Celeb	From Other Celebs
Beauty/personal care products	88%	55%	90%
Fashion product	37%	42%	43%
Household goods	19%	23%	33%
Food/beverage products	19%	39%	31%

### Celebrity Beauty & BPC Products She Buys

- 70% skincare
- 54% color cosmetics
- 53% fragrance
- 39% hair care
- 30% body care



### What's the Appeal? Why She Buys Celebrity-Owned BPC products

- 53% the celeb has created a brand that's authentic/transparent
- 39% is bringing my concerns to the forefront and offering solutions
- 36% love the celeb's look and want to emulate it

### Her Beliefs About Celebrity-Backed Brands

- 79% should have a charitable component
- 74% the celebrity is critical to marketing the product/brand
- 63% best equipped to create solutions for a specific audience
- 60% more likely to be inclusive because their followers represent a diverse population

### Celebs Can Boost Brand Trust

Celebrity-owned brands

- 23% trust more
- 66% trust the same
- 11% trust less



Celebrity-endorsed brands

- 20% trust more
- 69% trust the same
- 11% trust less

### TRUST BUT VERIFY!

### SHE NEEDS MORE PROOF OF EFFICACY FROM CELEBRITY BRANDS BEFORE PURCHASE

How important are the following when making a decision to purchase a BPC product from a celebrity-backed brand, compared to your decision to purchase a non-celebrity BPC brand?

	More Important	Less Important	Same
A large number of product reviews	61%	4%	35%
Consumer claims proving efficacy (i.e. 94% agree fine lines and wrinkles appear diminished)	60%	5%	35%
4.0+ star rating (on a 1.0 to 5.0 scale)	54%	5%	41%
Clinical claims (i.e. reduces depth of lines by 10%)	54%	7%	39%
Friend/family recommendation	50%	9%	41%

### Top 5 Celebrity Brands She's Purchased

- 48% Fenty Skin and Fenty Beauty by Rihanna
- 37% Kat von D by Kat von D
- 30% Honest Beauty by Jessica Alba
- 29% Britney Spears Fragrance
- 28% Kylie Skin & Kylie Cosmetics by Kylie Jenner

### What's Most Important to her when Buying a Celeb-Backed BPC

1. Star rating of 4.0 or higher
2. Consumer claims derived from feedback from real users
3. The science behind the product

### Top 5 Favorite Celebrity-Endorsed Beauty/Personal Care Brands

- Aveeno
- L'Oréal
- CoverGirl
- Living Proof
- Lancôme



### Top 5 Favorite Celebrity-Owned Brands

- Fenty
- Rare Beauty
- Honest Beauty
- Kylie Cosmetics
- Flower Beauty

### TOP 5 FEMALE & MALE CELEBRITIES SHE'D LIKE TO SEE DEVELOP A BPC BRAND

Female Celebrities: Gen Z	Male Celebrities: Gen Z	Female Celebrities: Older than Gen Z	Male Celebrities: Older than Gen Z
42% Taylor Swift	11% Dwayne Johnson (The Rock)	29% Reese Witherspoon	14% Dwayne Johnson (The Rock)
42% Lizzo	11% Will Smith	25% Julia Roberts	13% George Clooney
29% Adele	8% Paul Rudd	25% Taylor Swift	9% Denzel Washington
27% Angelina Jolie	8% Robert Downey Jr.	25% Adele	9% Will Smith
26% Jennifer Lawrence	8% Tom Cruise	23% Lizzo	8% Paul Rudd

### Top Reasons Some Don't Buy Celebrity Brands

- 61% I like what I'm currently using
- 49% too expensive
- 39% I don't believe the celebs use the products they sell
- 22% Some celebs back multiple brands, so which ones work?
- 22% Seems inauthentic/don't trust them



### Social Media + Celeb Brand Exposure = \$\$

- 65% learn of celebrity-owned brands on Instagram; 58% on Facebook
- 57% follow celebs on Instagram
- 40% watch video reel ads when they see a celebrity they like in it
- 31% follow celebs on TikTok
- 54% sometimes buy a BPC product they are exposed to through social media; 20% say they frequently or always purchase

Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit [benchmarkingcompany.com](http://benchmarkingcompany.com) or [info@benchmarkingcompany.com](mailto:info@benchmarkingcompany.com) for information on Beauty/Personal Care Product Testing and specialized consumer research.