THE BEAUTY OF LIVE

MAKEUP, SKIN CARE + GROOMING EDITION

How Live Music Amplifies the Cultural Force of Beauty for Gen Z and millennials in the US and UK

Live music events continue to be a playground for self-expression and a platform for emerging cultural trends. We caught up with Gen Z and millennials in the US and UK to find out how they integrate the increasingly important beauty, makeup, skin care, and grooming play for women and men before, during, and after music festivals and concerts. In doing so, we uncovered rising expectations around sustainability, how men are breaking down gender stereotypes, and what all this means for the future of live music and brands throughout the journey to live and beyond.

"Concerts and festivals are like live Instagram feeds."

Paula, Gen Z, US

LIVE NATION

MEET THE FANS

Gen Z + Millennials

Globally, **more than 1/3** have attended a live music event in the past 12 months

They are **4x** more likely than non-live music-goers to have 1k+ followers on social media

US | UK

89% | **90%**

89% say they can be their truest selves at music festivals

90% say all genders should feel free to express themselves with makeup

9 in 10 females say they are passionate about beauty

5 in 10 males say they are passionate about grooming

4 in 10 females belong to a beauty retailer's loyalty program

4 in 10 males and females say that live music inspires beauty/grooming trends

2 IN 3

males and females are less likely to support a brand if it doesn't practice sustainable behaviors.

72% of males and females with beauty/grooming products come in more sustainable packaging

70%

of males and females say skin care has become more important to them in recent years

41% of females use face masks

16% of males use face masks

WHAT'S HOT

Globally, 90% say there is at least one thing a brand can do to enhance the live experience[1]

US | UK

$2B | **$1B**

THE BEAUTY JOURNEY

GLAM PLAN → LIVE → RELIVE

GLAM PLAN

52% say knowing that festival-goers will post photos on social media encourages them to put more effort into their beauty/grooming routine

57% say planning for live music events is part of the fun[1]

2 in 3 females buy beauty products for their live music look, spending **$113-$180** on average per festival or concert

1 in 2 males buy grooming products for their live music look, spending **$120-$170** on average per festival or concert

WHAT'S HOT

64% of females and **32%** of males are interested in a beauty brand offering them a product kit before a festival to help them achieve their look

LIVE

81% enhance their look for a live music event

FEMALE	MALE
59% use moisturizer as part of their skin care routine at music festivals	**61%** say the live music environment encourages me to experiment with my look
89% like when beauty products have sunscreen in them	**42%** say live music events are an excuse to try new grooming looks/trends
78% say live music events are an excuse to wear bold makeup	**54%** put on cologne for a live music event
2x more likely to consider their live music look "glam" vs. their everyday look	**33%** are open to trying any grooming product at a live music event
Beauty prep time for a live music event clocks in at **2 hrs**, which is **30 min longer** than any other day	

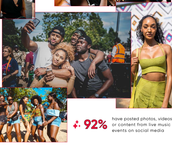
92% have posted photos, videos, or content from live music events on social media

85% say if a sunscreen brand showed up at a music festival or outdoor concert, they would be a hero

55% say if a beauty/grooming brand helps enhance their look for a live music event, they are more likely to continue buying that brand

WHAT'S HOT

RELIVE



66% of females and **41%** of males need time for self-care after a live music event

47% say skincare is especially important to me after a live music event

43% of females use face masks to care for their skin after a live music event

1 in 4 has integrated a beauty/grooming product they saw or tried at a festival into their everyday life

"I recently saw a skincare brand at a festival doing facials—and now it's part of my everyday routine."

Vanessa, Gen Z

Danielle, Millennial, Greenville

WHAT'S HOT

71% of females and **40%** of males would be interested in a beauty brand offering them a product kit to help take care of their skin after a music festival

SHOW STOPPERS

The most purchased must-haves among female fans

Sources:
[1] Live Nation Beauty Survey (n=2,000 US and Canadian adult consumers)
[2] Live Nation Beauty Survey (n=1,000 US and Canadian adult consumers)
[3] Live Nation Beauty Survey (n=1,000 US and Canadian adult consumers)

Photo Credits: Pinterest Images

LIVE NATION

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