

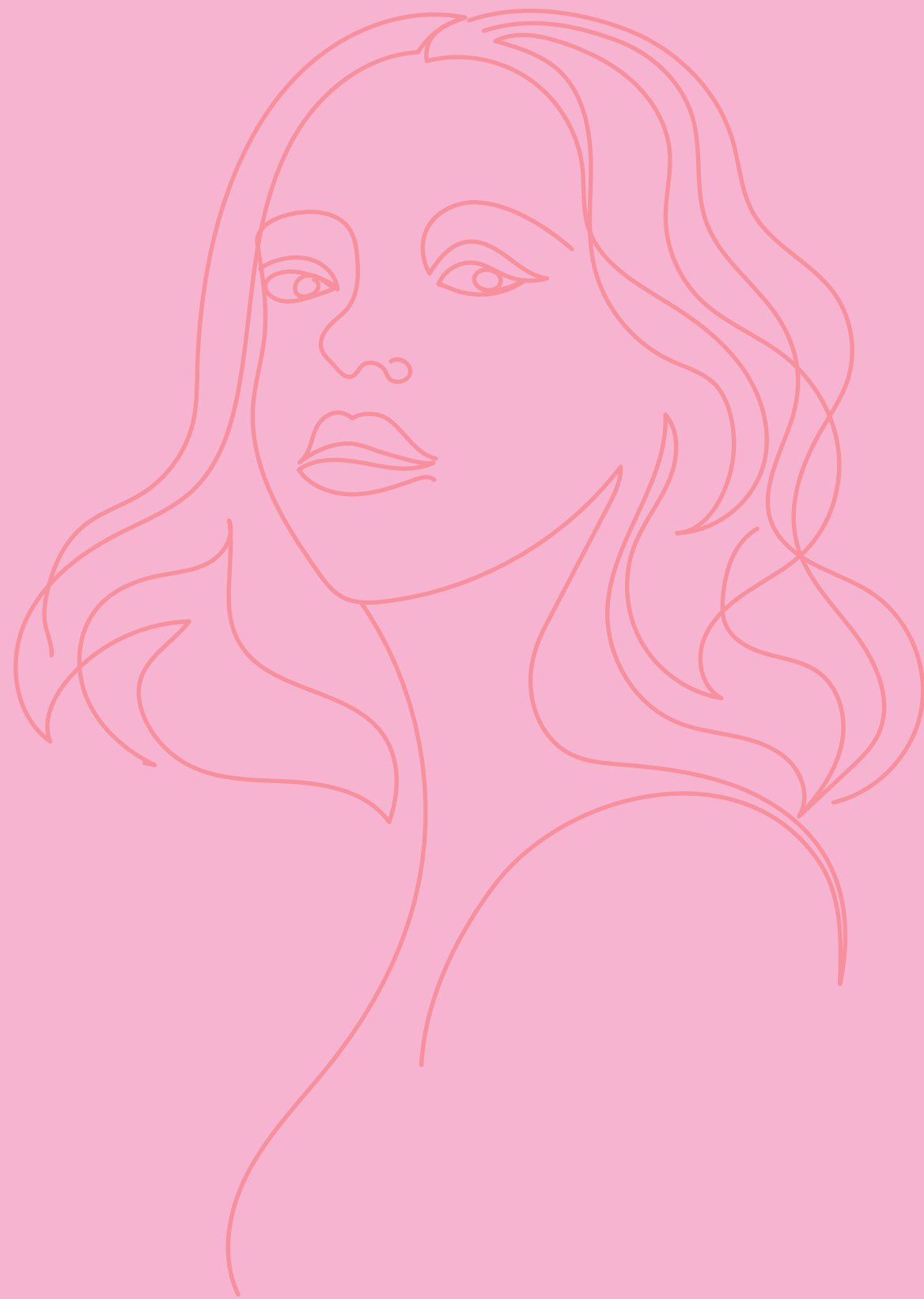


BEAUTY BEASTS

WHEN **BEAUTY** BECOMES GENDER-LESS

A
THOUGHT
PIECE
BY



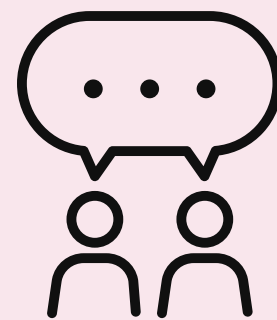


WHEN BEAUTY BECOMES GENDER-LESS

“Beauty” is now gender-less as gender-neutral trends and narratives become more prominent in modern societies, and cultural shifts in consumer behaviors and perspectives towards **‘beauty’** evolved in recent years. Beauty products originally designed for women have become standard items in the grooming routines of modern straight men. Today, grooming-passionate men have upped their game and are more proficient in using women’s cosmetics to enhance their looks.

Through this joint research by **i-dac (Bangkok)** and **MI Group**, we aim to unlock the world of **‘Beauty Beasts’** and unveil who they are, what they think, and how they perfect their passion for beauty. We hope the findings will provide beauty marketers with a fresh insight into this segment and predict the next big movement in beauty advertising.

HOW WE DID THIS



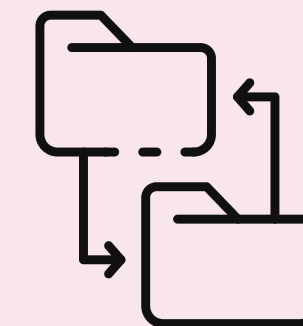
consumer dialogue

Having in-depth conversations with our beasts to explore and understand their world, attitudes, and behaviors.



quantitative online survey

Validating the qualitative insights with an online quantitative survey among 414 target consumers (201 males and 213 females).



industry data

Cross-analyzing our findings with data from GWI, T-CUBE, and Nielsen Media Research.

O
U
R

the male beasts

Urban straight **men aged 16 - 30 years old** with middle-to-upper-class household income who regularly use makeup and with at least 3 types of women's cosmetics.



the female beasts

Urban **women aged 20-35 years old** with middle-to-upper-class household income who regularly use makeup and are passionate about K-POP culture.

B
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S

THE BEASTS AND THEIR WORLD

“**Self-focused**” and “**self-care**” are strong traits we see in our beasts. They prioritize their own physical and mental well-being and ‘**me**’ happiness before looking after other people in their family or social networks.

60% self-focused & self-care

Their happiness is all about having **small joyful things in their daily lives** rather than being successful in school or career.

only 17% say “Happiness is to be successful in school or career”

Instead of “copying and pasting” what’s trendy, our beasts are true **trend-adapters** by using information from the internet. They are experts in adjusting the latest beauty trends to suit their styles and preferences.

96% say “I like to catch up with trends and adapt them to work with my personal style”

Being **expressive** comes naturally for our beasts, especially in the social media world.

85% say “I like to share my lifestyle and my feelings with the world”

As digital natives, the “on-demand” culture among our beasts helped shape them into **convenience lovers**.

75% say “I like to catch up with new technology as it makes my life so much easier”

71% are convenience lovers

Anyone in this generation can become **content creators** in their way. They always take their time to think and edit their social content before posting it online. How they want to be seen is often communicated through their social spaces, but there is a clear separation between their social ‘me’ space and ‘public’ space depending on the usage purposes.

85% say “I have different social accounts to post different content categories such as my lifestyle, travel, and the food I like.”

Before each post...

52%
of male beasts

56%
of female beasts

always take their time to edit their photo/content

Almost half of our beasts have more than 1 social media accounts



57%



49%



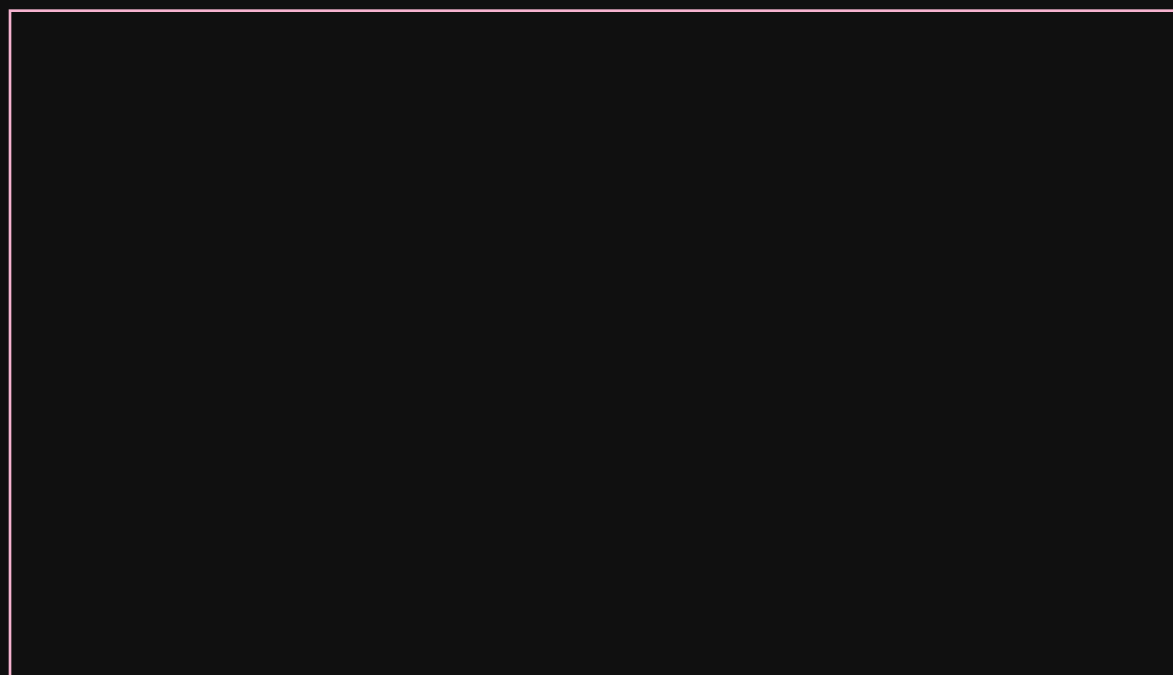
47%



47%



47%



WHAT THIS MEANS FOR BRANDS

**Immerse in their everyday moment
and simply connect** as our beasts only
focus on the small joyful things that
give them their **'me'** happiness.

**Let them shine and express themselves
to their communities in their own ways**
since they are already creating content
to connect with their peers.



THE BEASTS AND THEIR BEAUTY

While women never compromise on their beauty rituals, our male beasts have also upped their game to become masterful in enhancing their appearances. Our beasts' definition of beauty is all about their self-care and self-development.



“ I put on makeup as it's important to be well-groomed and look after yourself. It's a part of my self-development ”

MEN 78%

81% WOMEN

MEN'S BEAUTY BECOMES ORDINARY

Our male beasts
own 9.3 types
of cosmetics on
average

It's a part of growing up and
personal development

“

It feels as if getting your body
fit to look good is necessary to
become an adult (29-year-old
fitness instructor)

”

At What Age Did These
Men Start Using Makeup?

1 %



younger than 10 years

5 %



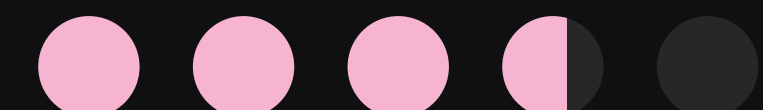
10 - 12 years

26 %



13 - 15 years

37 %



16 - 18 years

24 %



19 - 22 years

6 %

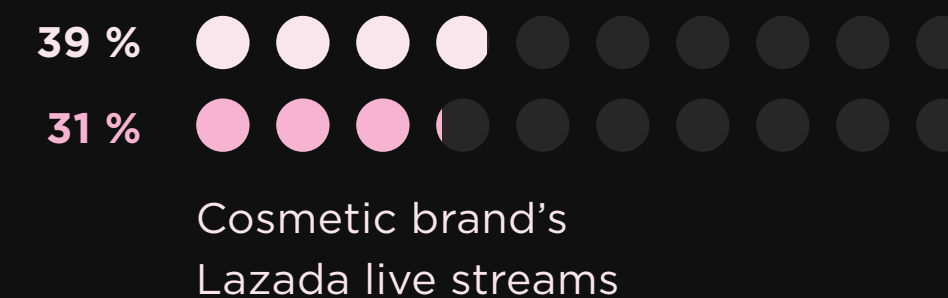
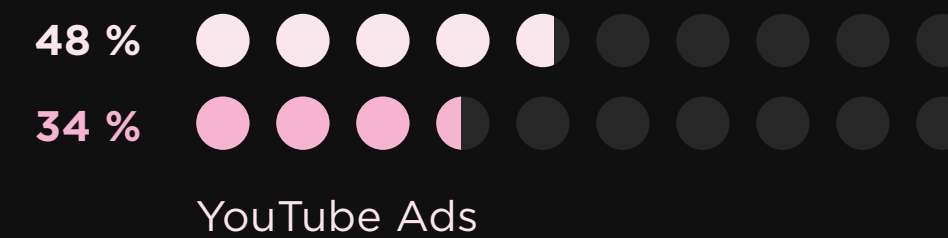
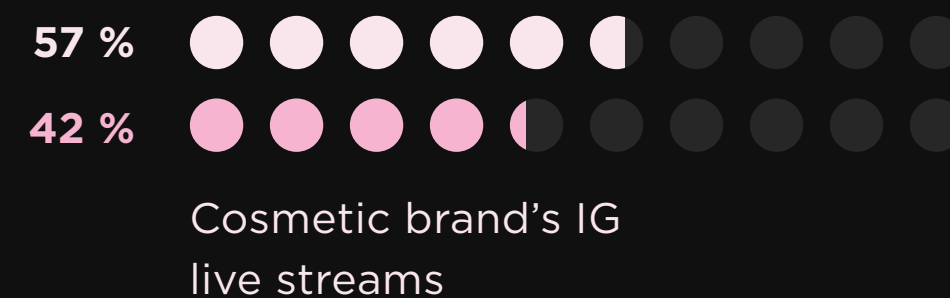
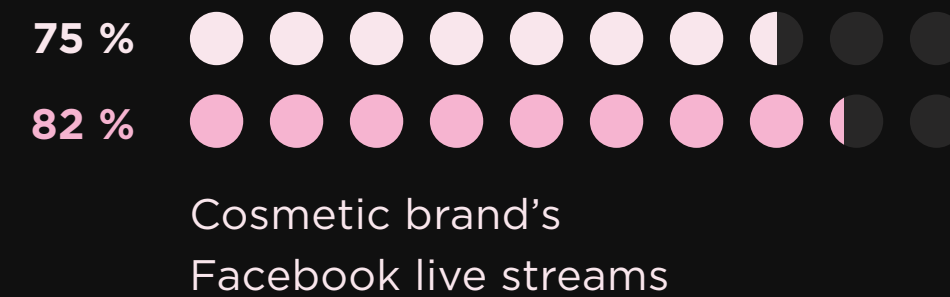


older than 22 years

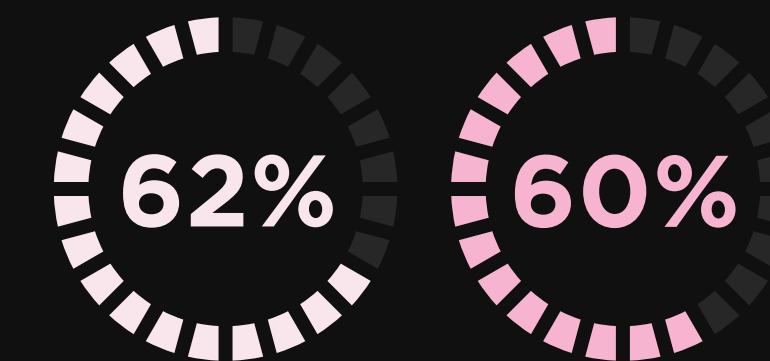
THEIR 'BEAUTY' DISCOVERY

Influencers and live stream activities are essential in driving beauty product discovery.

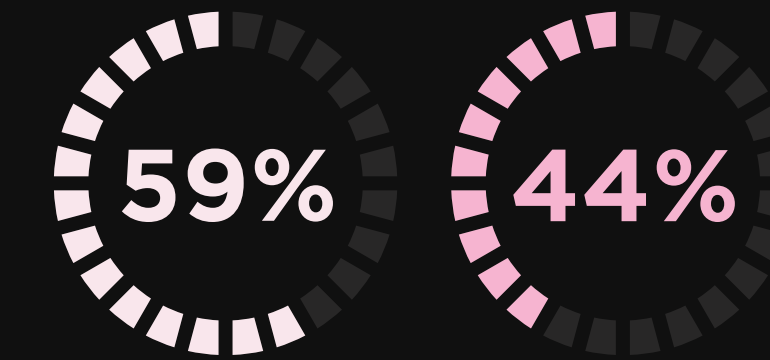
PASSIVEDISCOVERY



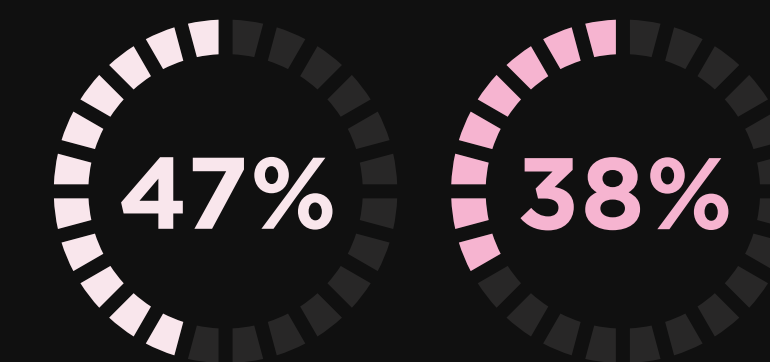
ACTIVE DISCOVERY



Watched beauty blogger's or
celeb's YouTube content

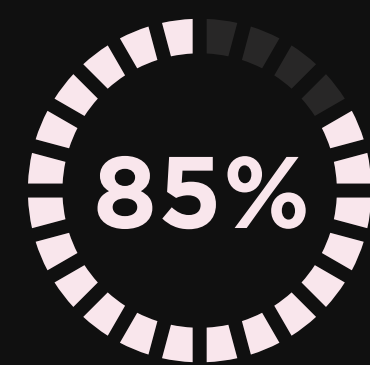


Searched on YouTube

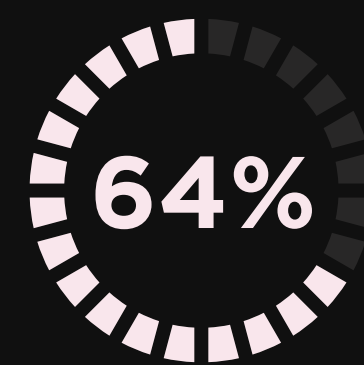
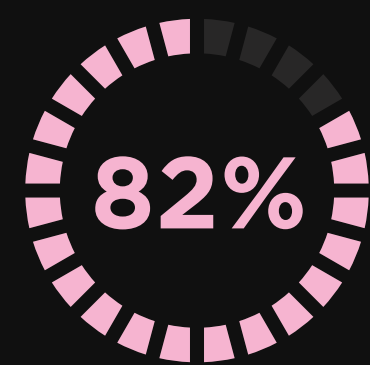


Watched cosmetic brand's
YouTube channel content

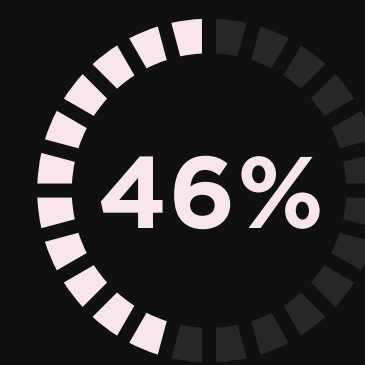
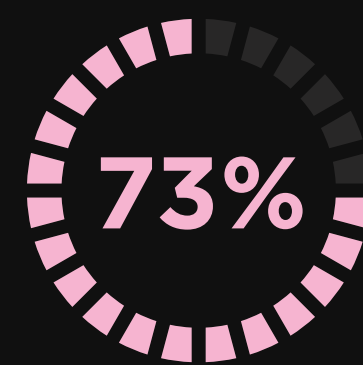
THEIR 'BEAUTY' CONSIDERATION



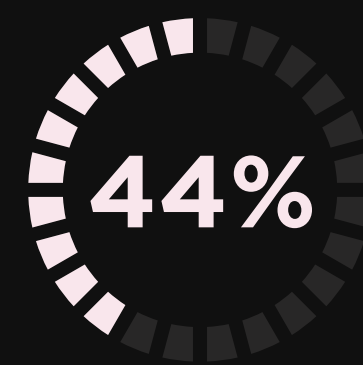
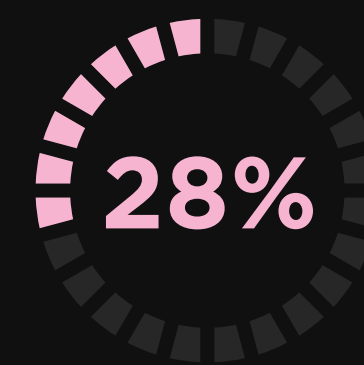
Brand Reputation



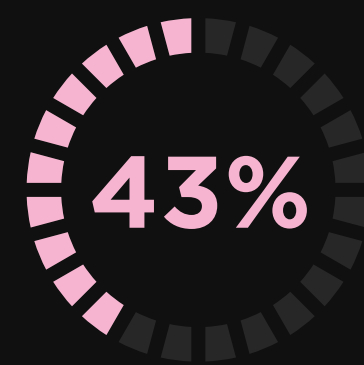
Real Users' Product Reviews



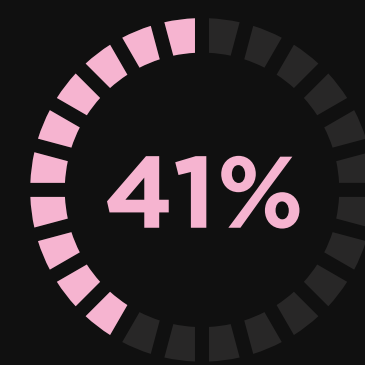
Advertising



Brand Presenter



Beauty Bloggers' Reviews

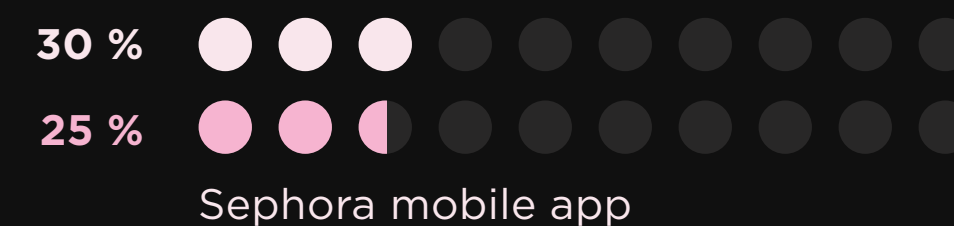
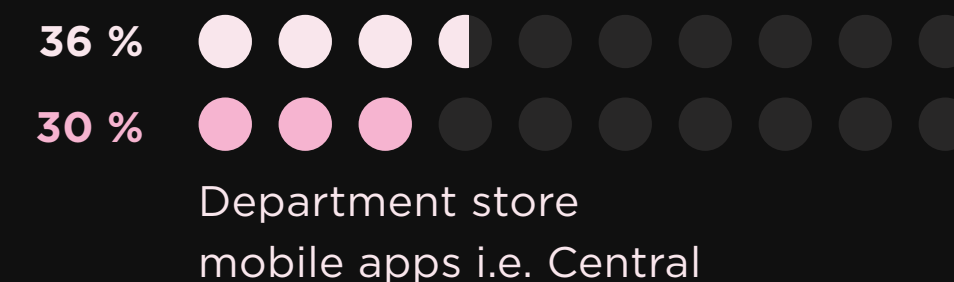
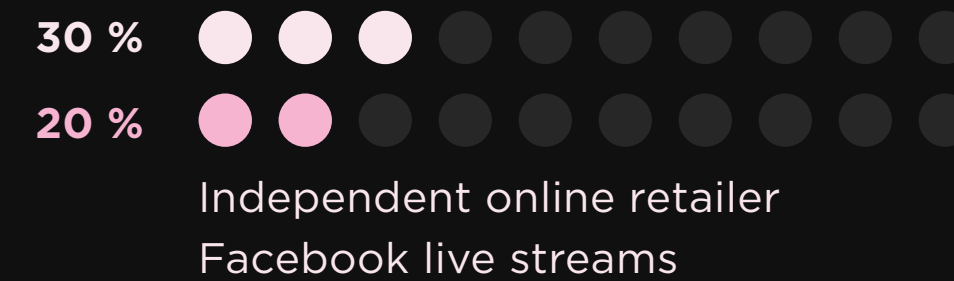
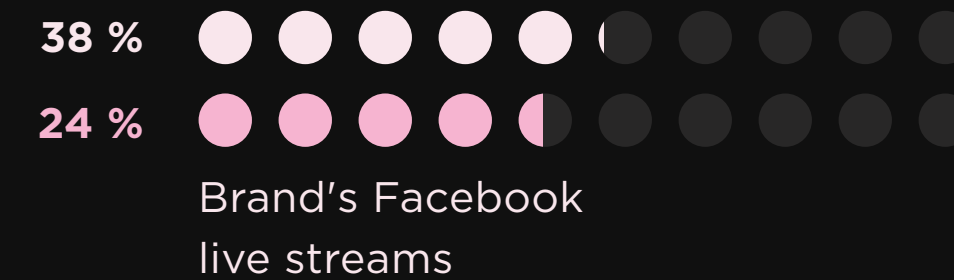
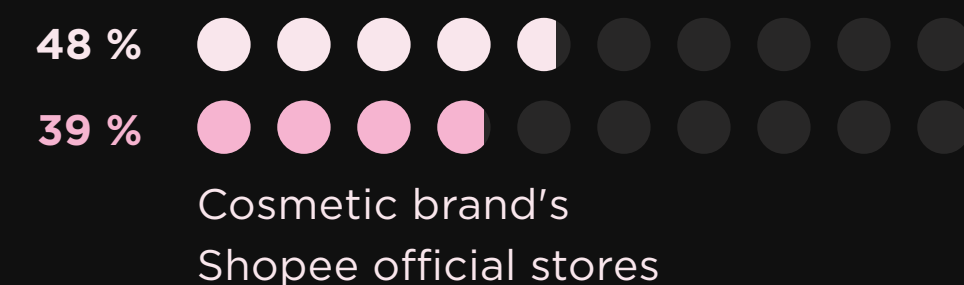
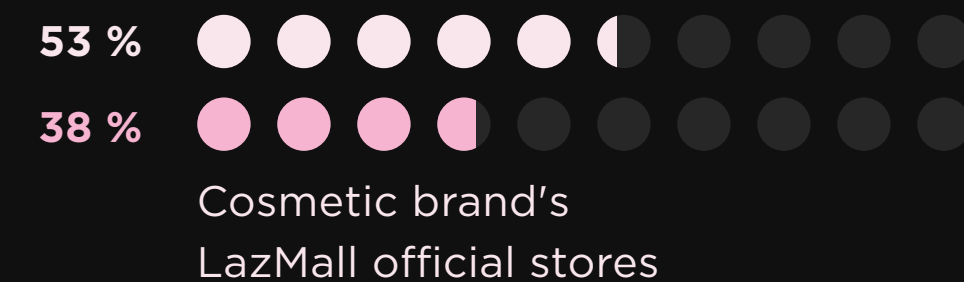
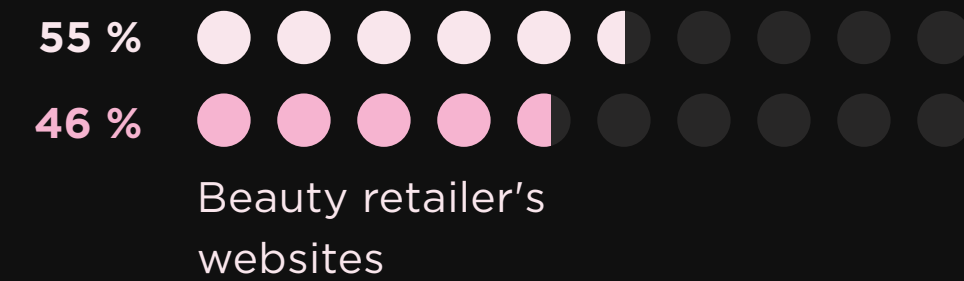
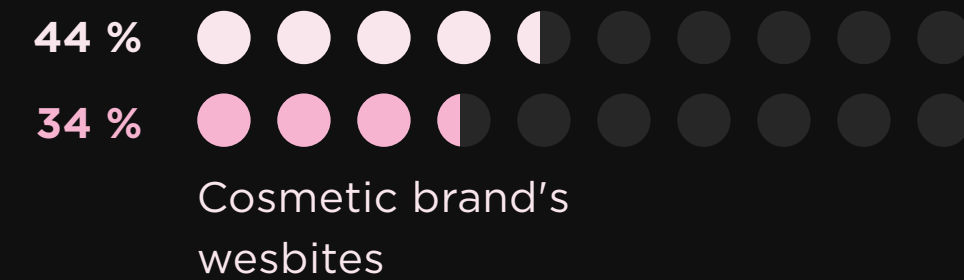


Brand reputation is as important as word-of-mouth to convince.

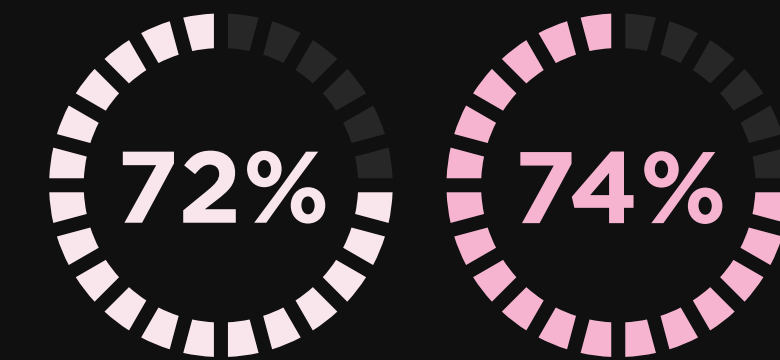
THEIR 'BEAUTY' PURCHASE

In-store experience remains essential in triggering a purchase decision, while official online sales channels and promotions also play their part in driving sales.

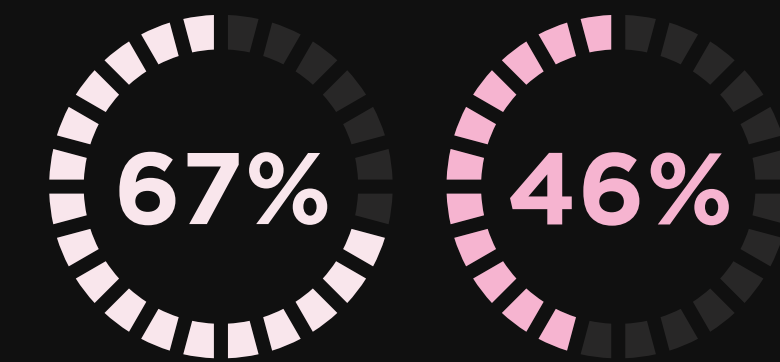
TOP ONLINE SALES CHANNELS



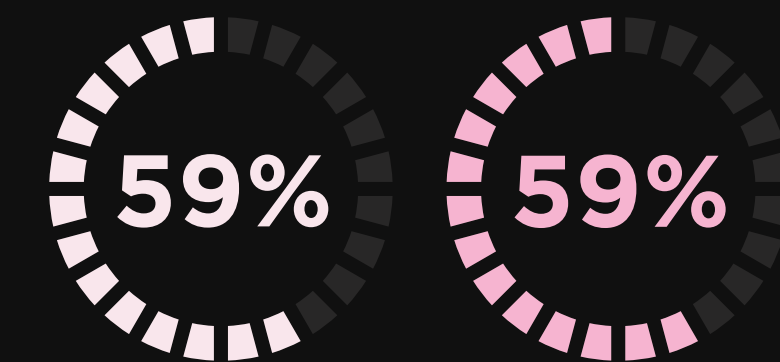
Top In-Store Sales Channels



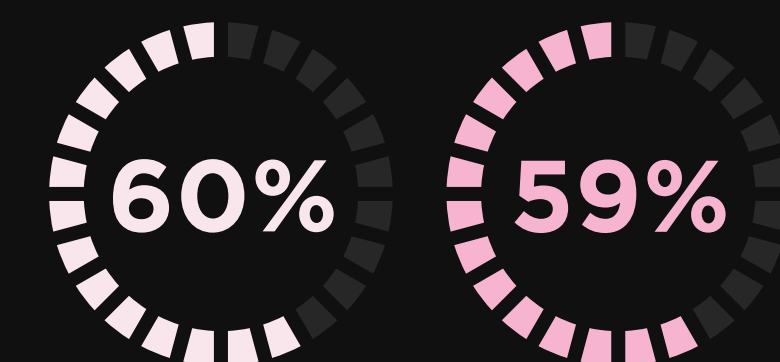
Cosmetic counters



Supermarkets



Beauty retail stores



Pharmacies and beauty retail stores



WHAT THIS MEANS FOR BRANDS



**Keep ‘beauty’ communication
‘neutral’ and ‘genderless’**

to connect with all potential customers beyond women. This is where you can make your male consumers feel more comfortable using and engaging with your beauty brand.



**Sway ‘beauty’ through
their trusted aspirers.**

While live stream ‘how-to’ demonstrations are essential to engage with this group of beauty consumers, our beasts can also be persuaded if they are passionate about someone they follow.



**Develop gender-neutral
brand activities**

to create brand relationships with both men and women.



**Routinize ‘beauty’ to keep
inspiring your fans.**

Maintain the momentum of your ‘beauty’ communication to grow your fan base and eventually turn it into sales and repeated conversions.



**Position ‘beauty’ as a part
of self-development.**

Beauty isn’t just about how they look, as they are looking for ways to help them become more well-groomed and respectable adults.



**Complement in-store
experiences with your
social commerce and
e-commerce activities
to trigger more
purchases.**



THE BEASTS AND THEIR TOUCHPOINTS

**Offline media drives ‘explosive discovery’,
while digital media is ideal for ‘quality
reach and engagement’.**

While these young consumers
spend a lot of time in the digital
world, offline media still plays a
part in their daily lives.

THE ROLE OF OFFLINE MEDIA IN OUR BEASTS' LIVES

INTRODUCES NEW PRODUCTS

"Helps me to
discover new
brands"

64%



KEEPS BRANDS TOP OF MIND

"Helps me to
remember the
brand better"

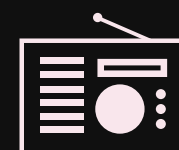
42%



BOOSTS BRAND RECALL AMONG CAPTIVE AUDIENCE

"Helps me to
recall the
brand"

37%



DRIVES INSTANT PURCHASES

"I'm often triggered
by point of sale
promotions"

37%



FOSTERS RECOGNITION & ENGAGEMENT

"Helps me to feel
engaged with
the brand"

20%



THE ROLE OF DIGITAL MEDIA IN OUR BEASTS' LIVES



75%

INFORMS
& UPDATES



55%

CONNECTS
& CONVERTS



55%

DELIVERS
IDEAS

51%

& ENTERTAINS



66%

DRIVES INSTANT
PURCHASES



44%

INSPIRES

54%

& LET ME CREATE



51%

ENGAGES

48%

& ENTERTAINS



59%

LETS FAN GET
CLOSER TO CELEBS

WHAT THIS MEANS FOR BRANDS

- **Burst offline media to launch the brand or product, while continuously amplifying communication with always-on online activities**
- **Personalize online content to each social platform and each target audience**

ABOUT US



IS A PREMIER DIGITAL AGENCY
SPECIALIZING IN PERFORMANCE
MEDIA, BRANDED CONTENT,
AND DATA MARKETING

[HTTP://WWW.I-DACASIA.COM](http://www.i-dacasia.com)



IS A LEADING MEDIA CONSULTING
AGENCY THAT SPECIALIZES IN
UNDERSTANDING CONSUMER
JOURNEY AND TOUCH POINTS,
FROM BRAND DISCOVERY
THROUGH PURCHASE CONVERSION

[HTTP://WWW.MIGROUP.AGENCY](http://www.migroup.agency)

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