A THOUGHT PIECE BY

BEAUTY BEASTS
WHEN BEAUTY BECOMES GENDER-LESS

BANGKOK
MI GROUP
“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.
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.
"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

Facebook 57% Twitter 49% Instagram 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.
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.

THE BEASTS AND THEIR BEAUTY

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)”
### THEIR ‘BEAUTY’ DISCOVERY

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

#### PASSIVE DISCOVERY

<table>
<thead>
<tr>
<th>Platform</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cosmetic brand’s Facebook live streams</td>
<td>75%</td>
<td>82%</td>
</tr>
<tr>
<td>Beauty blogger’s or celeb’s Facebook post</td>
<td>67%</td>
<td>58%</td>
</tr>
<tr>
<td>Beauty blogger’s or celeb’s TikTok post</td>
<td>58%</td>
<td>47%</td>
</tr>
<tr>
<td>Cosmetic brand’s IG live streams</td>
<td>57%</td>
<td>42%</td>
</tr>
</tbody>
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#### ACTIVE DISCOVERY

<table>
<thead>
<tr>
<th>Platform</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watched beauty blogger’s or celeb’s YouTube content</td>
<td>62%</td>
<td>60%</td>
</tr>
<tr>
<td>Searched on YouTube</td>
<td>59%</td>
<td>44%</td>
</tr>
<tr>
<td>Watched cosmetic brand’s YouTube channel content</td>
<td>47%</td>
<td>38%</td>
</tr>
<tr>
<td>Beauty blogger’s or celeb’s IG post</td>
<td>46%</td>
<td>35%</td>
</tr>
<tr>
<td>YouTube Ads</td>
<td>34%</td>
<td>48%</td>
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</table>
Brand reputation is as important as word-of-mouth to convince.
In-store experience remains essential in triggering a purchase decision, while official online sales channels and promotions also play their part in driving sales.
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.

Develop gender-neutral brand activities to create brand relationships with both men and women.

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.

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.

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.

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

WHAT THIS MEANS FOR BRANDS
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%
- **Drives Instant Purchases**
  - “I’m often triggered by point of sale promotions”
  - 37%
- **Boosts Brand Recall Among Captive Audience**
  - “Helps me to recall the brand”
  - 37%
- **Fosters Recognition & Engagement**
  - “Helps me to feel engaged with the brand”
  - 20%

THE ROLE OF DIGITAL MEDIA IN OUR BEASTS’ LIVES

- **Informs & Updates**
  - 75%
- **Connects & Converts**
  - 55%
- **Delivers Ideas & Entertains**
  - 55%
- **Drives Instant Purchases**
  - 66%
- **Inspires & Let Me Create**
  - 44%
- **Engages & Entertains**
  - 51%
- **Lets Fan Get Closer to Celebs**
  - 59%
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
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