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THE BUSINESS OF LONGEVITY · CONSUMER SURVEY FACT SHEET

10 things the beauty industry doesn't know about the longevity consumer

A survey of **574 U.S. beauty buyers** finds a shopper who is fatigued, skeptical, and economically careful — yet protecting her beauty budget and quietly rewiring it around health. The figures below come from respondent-level data and have not appeared in prior published research.

01 2.5×

GLP-1 users buy far more impulse beauty

40% of GLP-1 users buy small "pick-me-up" beauty items when economically stressed — versus 16% of non-users. A brand-new behavioral signal tied to the year's biggest health story.

BASE 486 · P<0.001

02 14×

Doctors are trusted 14× more than AI

Experts (doctors, dermatologists) appear in 48% of consumers' two most-trusted sources for vetting a product; AI tools, just 3.6%. The sharpest line yet on AI's place in beauty.

BASE 560 · TOP-2 TRUSTED SOURCES

03 92%

AI is shut out entirely — so are influencers

92% of beauty shoppers won't rank AI tools anywhere in their top three trusted sources, and 91% exclude influencers outright. This is rejection, not just fatigue.

BASE 560 · TOP-3 TRUSTED SOURCES

04 84%

The "lipstick effect" is real and additive

Of the 26% who buy beauty "pick-me-ups" under economic stress, only 16% are also cutting their beauty budget. For the other 84%, the splurges are new spend on top of normal beauty — not traded-down spend.

BASE 569 · PICK-ME-UP BUYERS N=147

05 62%

GLP-1 users flip the script on motivation

62% of GLP-1 users are appearance-driven, versus 29% of non-users — more than twice as focused on looks. It cuts against the assumption that the cohort is purely health-motivated.

BASE 488 · P<0.001

06 94%

When the American Dream fades, longevity becomes control

Among consumers who strongly doubt upward mobility, 94% buy beauty as a "biological investment" in their future self — versus 53% of believers. Beauty as a hedge when faith in systems is low.

STRONG SKEPTICS N=32 · P<0.001

07 33%

Beauty is the most-protected discretionary spend

Only 33% cut beauty in a stressed economy — versus 55% dining out, 48% clothing, 45% travel. Beauty is cut at barely half the rate of restaurants.

BASE 566 · CATEGORIES CUT

08 72%

GLP-1 is driving a body-care demand spike

72% of GLP-1 users say their interest in high-performance body care — firming, skin-tightening, muscle support — has risen, and for 42% it has surged significantly. A demand that barely existed two years ago.

GLP-1 USERS N=190

09 72%

The youngest buyers are the most longevity-minded, not the most vain

Counter to the idea that young consumers shop on looks, 18–29-year-olds are the most resilience-focused group in the survey (72%) and the least appearance-driven (28%) — a reversal from the 45–60 cohort, which flips to 57% appearance-led.

18–29 N=79 VS 45–60 N=83 · P<0.001

10 85%

The market runs on cognitive overload

85% feel overwhelmed shopping for beauty and 1 in 5 (21%) feel it every single time. The leading cause, named by 50%: too many new products. The launch-volume strategy is backfiring.

BASE 573 · "ALWAYS" 21%

Methodology. Online survey of 574 qualified U.S. beauty buyers (purchased in the past 6 months), fielded May–June 2026. Percentages use the per-question answered base (560–574, noted per stat). Group comparisons tested by two-proportion z-test. Non-probability panel; directional for the U.S. category, not projectable to population shares.

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