

## The iGen Beauty Consumer - US - March 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The iGeneration is made up of four segments: tweens, younger teens, older teens, and adults. This diverse age range can be a challenge as some iGens rely completely on their parents, while others have independent spending power."

- **Alison Gaither, Beauty & Personal Care Analyst**

This report looks at the following areas:

- **The iGeneration is smaller with less spending power than Millennials**
- **Younger iGens rely heavily on parents**
- **Engagement is based on age**

Regardless of age, iGens are generally more engaged and socially conscious than older generations, making them a key demographic for brands looking to shake up the BPC market.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

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