

Consumer Trends

2023 @ Quirk's Los Angeles

The New Consumer

Coefficient
Capital

toluna 

Toluna makes it easy to make faster, smarter decisions

Expertise and Service

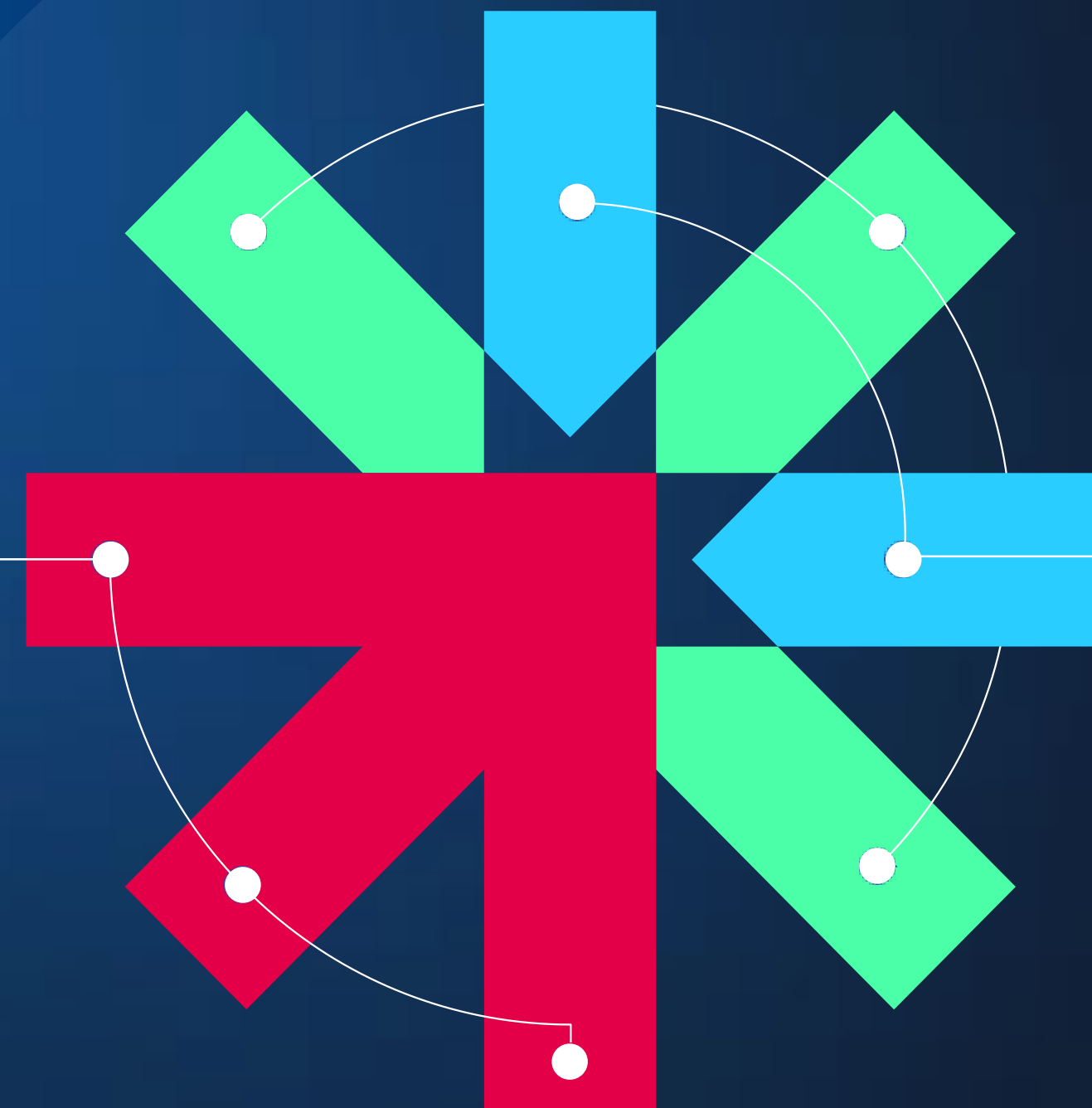
We incorporate our best thinking into our platform and can offer custom consultancy service when needed.

Technology

Cutting-edge research capabilities through our **Toluna Start platform** and ongoing tech innovation.

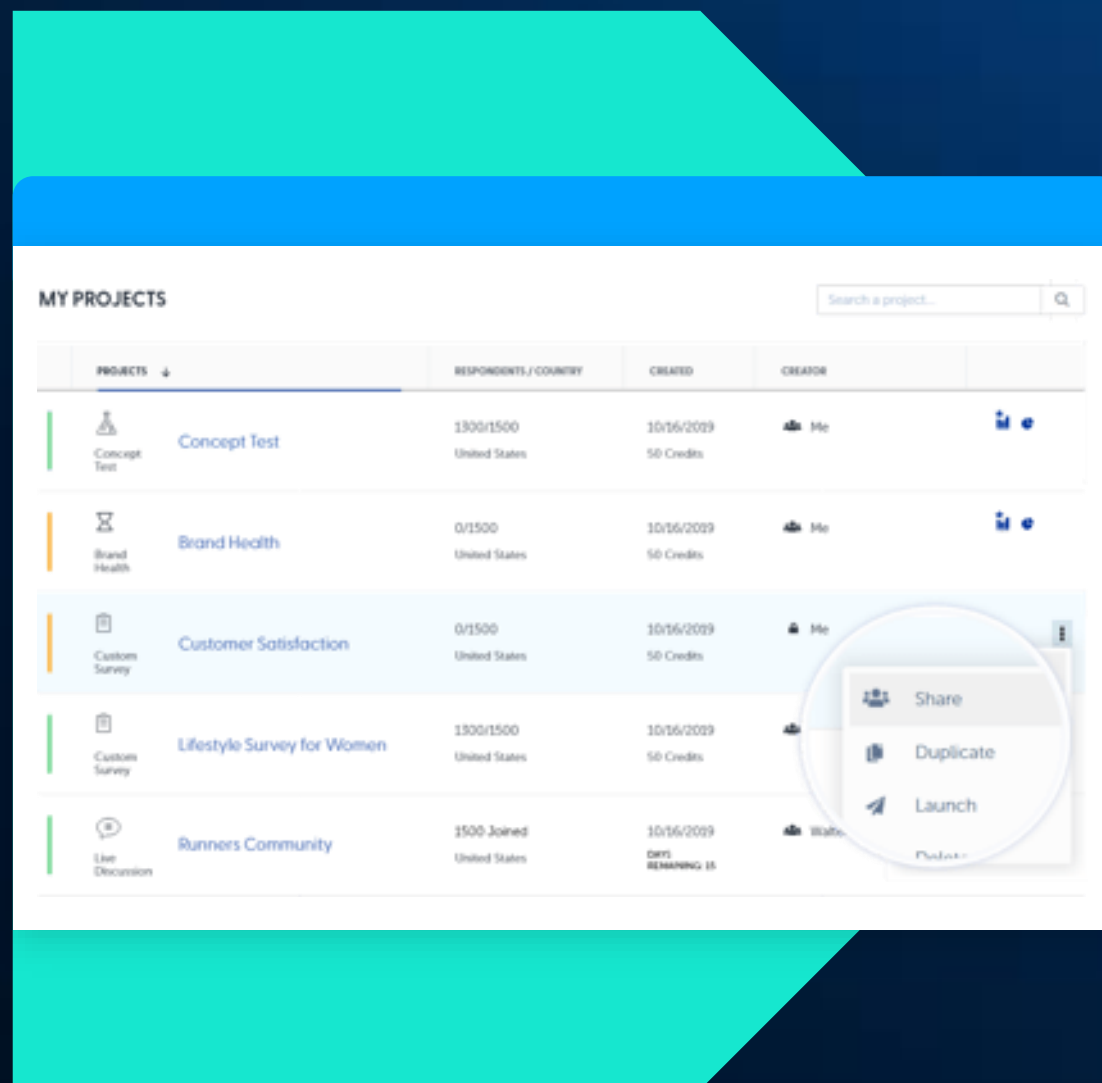
Global Consumer Panel

The world's largest social voting community.
More than 40 million strong.
70+ markets.

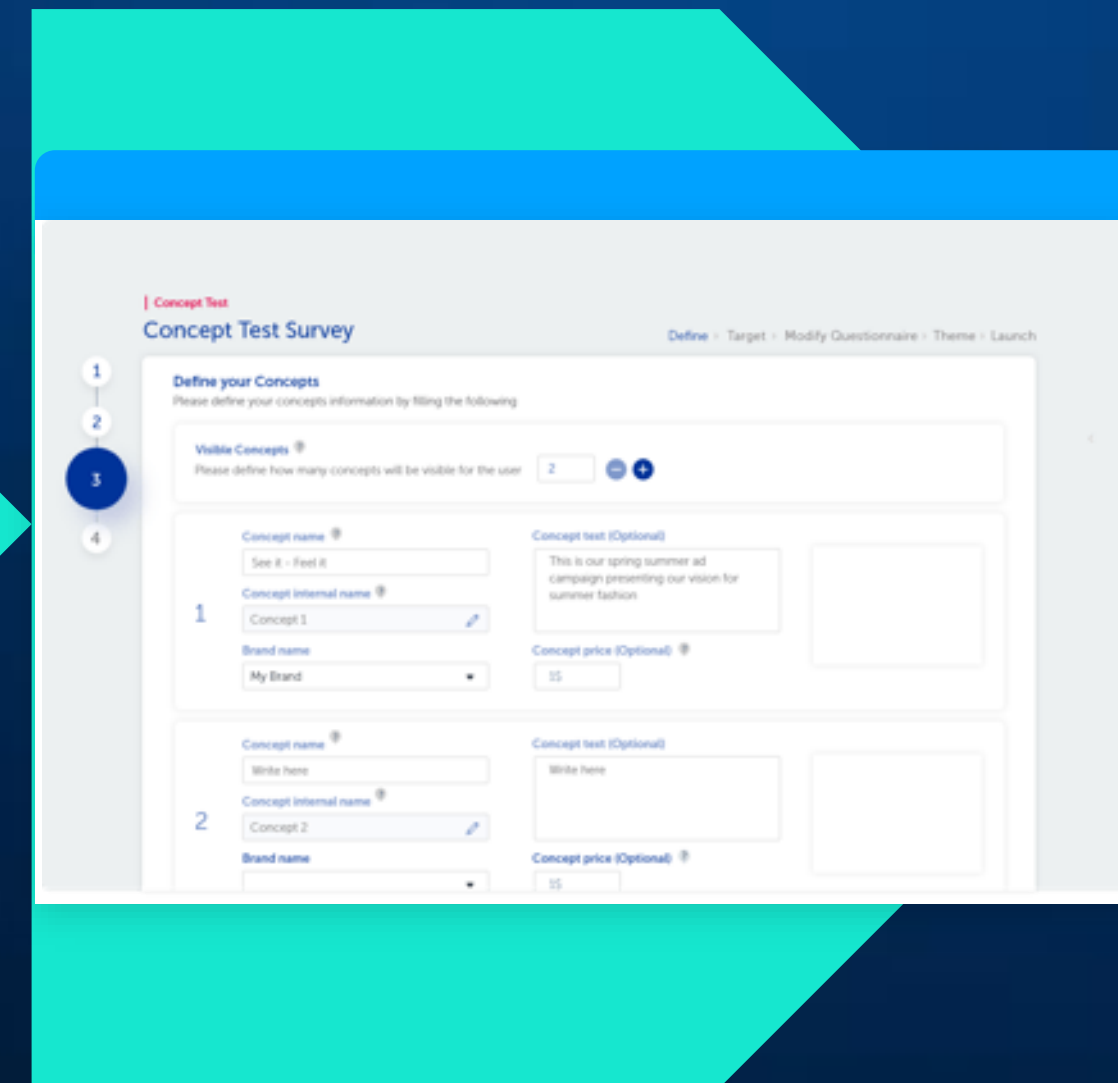


toluna*start

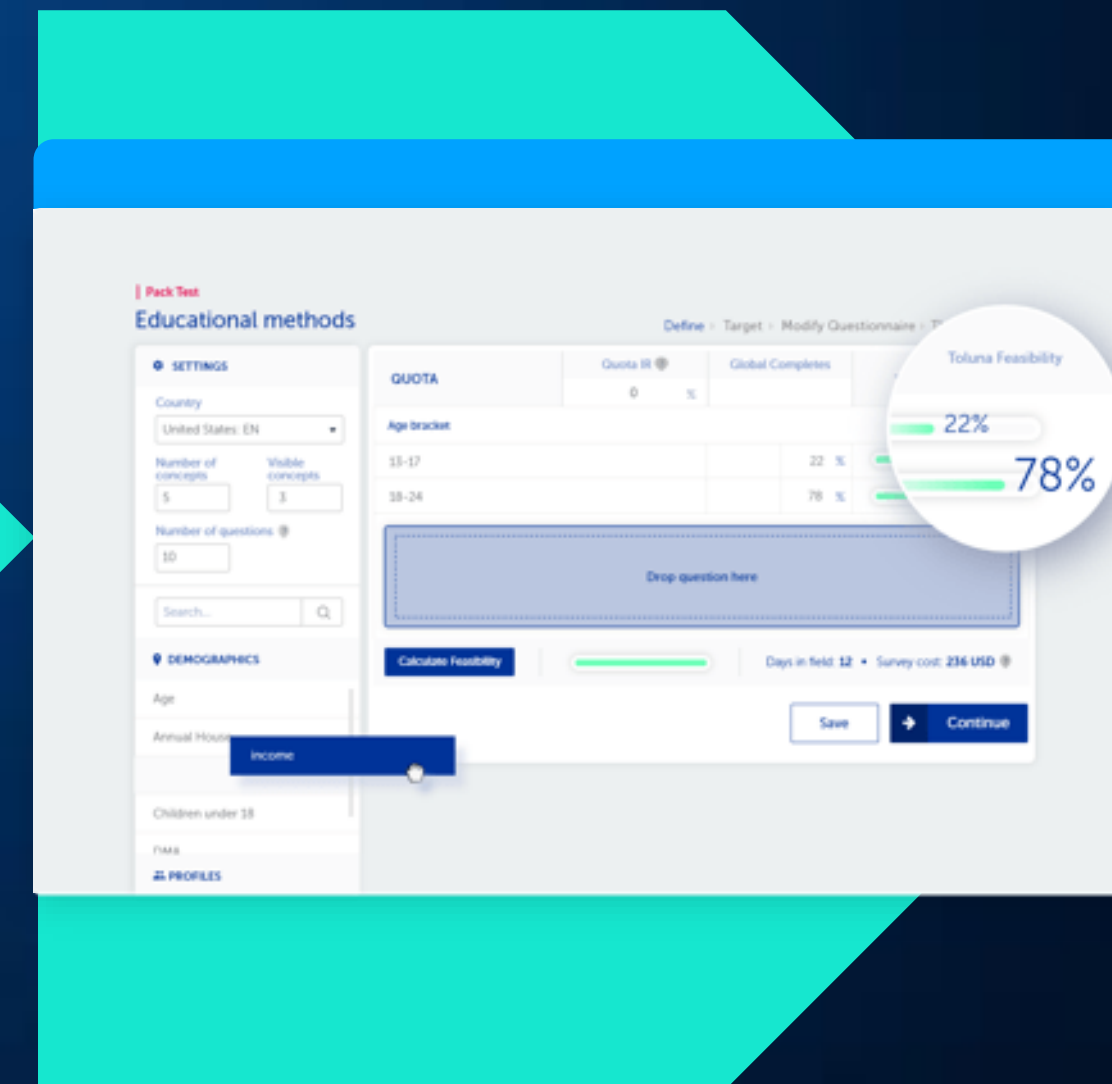
The industry's most advanced end-to-end, real-time consumer intelligence program. Toluna Start technology makes it possible to work seamlessly – the way you've always wanted to access insights.



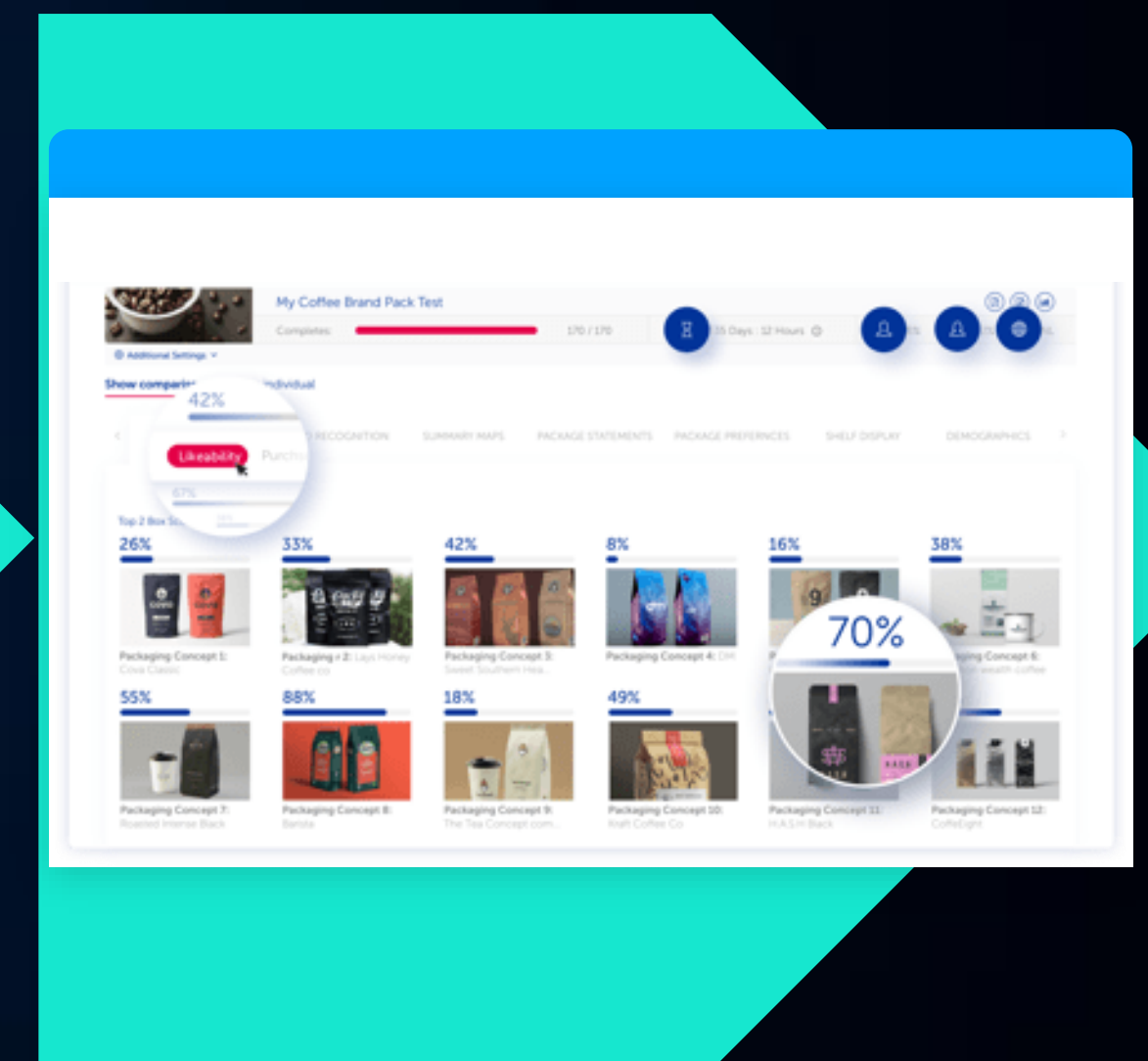
1. Platform Login



2. Create your survey



3. Target Respondents from our Integrated Panel



4. Analyze and Share Results

TikTok made me buy it





14:10 5G+


Search


My Orders Order Details


Item Details

 **E.L.F. COSMETICS**
Buffing Foundation Brush
Qty: 1 **\$7.00**

 **COSRX**
Travel Size Advanced Snail 96 Mucin Power Essence
Qty: 1 **FREE**
Buy 1 Get 1 Free-Add 2 to cart! Plus Free Shipping when you buy 4 Mix & Match Minis products
1 @ \$5.55

 **E.L.F. COSMETICS**
O FACE Satin Lipstick
Color: Dirty Talk (nude pink)
Qty: 1 **\$9.00**

 **E.L.F. COSMETICS**
Halo Glow Liquid Filter
Color: 2 Fair/Light
Qty: 1 **\$14.00**


 **E.L.F. COSMETICS**
Halo Glow Liquid Filter
Color: 1 Fair


Home Shop Favorites Stores More


14:10 5G+


Search


ORDER DETAI...

 **OUAI**
Hair Oil
Size: 1.5 oz/ 45 mL
Add to Basket QTY: 1 **\$28.00**

 **innisfree**
Intensive Hydrating Toner with Green Tea Seed
Add to Basket QTY: 1 **\$19.00**

 **Rare Beauty by Selena Gomez**
Soft Pinch Liquid Blush
Color: Bliss
Add to Basket QTY: 1 **\$20.00**

 **samples**
QTY: 1 **FREE**


 **HUDA BEAUTY Lip Contour 2.0**
Automatic Matte Lip Pencil
VIEW FULL SIZE QTY: 1 **FREE**


Home Shop Offers Cara Community Stores


14:09 5G


Search


ORDER DETAI...

 **Rare Beauty by Selena Gomez**
Warm Wishes Effortless Bronzer Sticks
Color: Power Boost
Out Of Stock Notify Me QTY: 1 **\$23.00**

 **SEPHORA COLLECTION**
Eyeliner Pencil To Go
Color: 11 Pure White
Out Of Stock Notify Me QTY: 1 **\$6.00**

 **Urban Decay**
Mini All Nighter Long-Lasting Makeup Setting Spray
Size: Mini Size - 1 oz/ 30 mL
Add to Basket QTY: 1 **\$15.00**

 **Rare Beauty by Selena Gomez**
Perfect Strokes Universal Volumizing Mascara
Color: Black
Add to Basket QTY: 1 **\$20.00**

 **Charlotte Tilbury**
Eyeliner - Pillow Talk Collection
Color: Pillow Talk
Add to Basket QTY: 1 **\$29.00**

Home Shop Offers Cara Community Stores

14:08 5G

Search

Search Amazon


Last purchased Nov 21, 2022
Black and White

[View order](#) | [Set reminder](#)

[Visit the BLAAROOM Store](#) ★★★★★ 3,453

6 Pieces Powder Puff Face Makeup Velour Soft Triangle Powder Puffs - for Loose Powder Mineral Powder Body Powder Wet Dry Cosmetic Foundation Sponge Makeup Tool

Amazon's Choice in Powder Puffs by BLAAROOM



Color: **Black and White**

Home Shop Community Stores

14:16 5G

Search Amazon

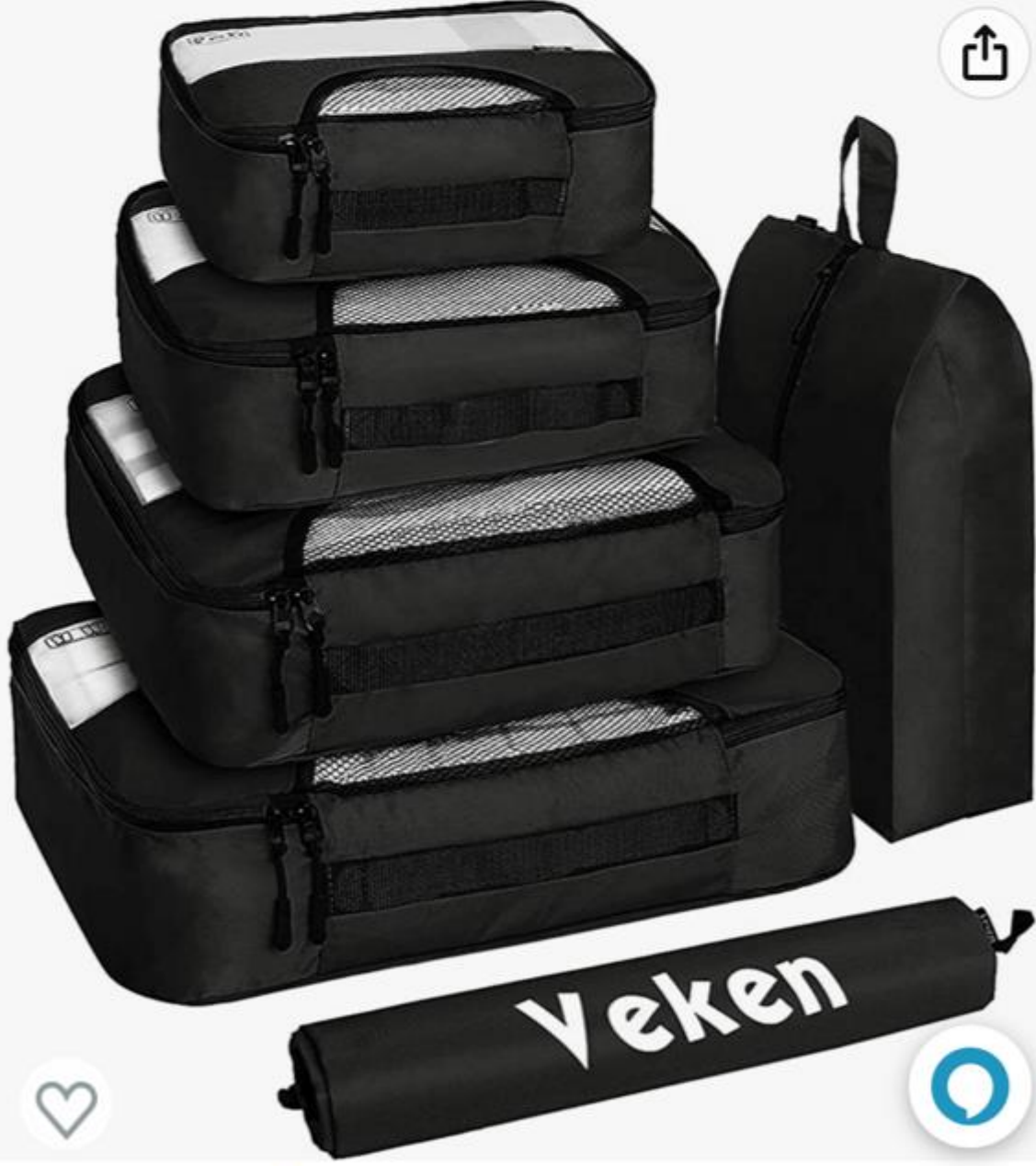
Last purchased Jun 20, 2022
Black

[View order](#) | [Set reminder](#)

Visit the Veken Store ★★★★★ 16,631

6 Set of Various Colored Packing Cubes in 4 Sizes (Extra Large, Large, Medium, Small), Veken Packing Cubes for Travel Accessories Travel Essentials, Luggage Organizer Bags for Carry on Suitcases

Amazon's Choice in Travel Packing Organizers by Veken



Home | Profile | Cart | Menu

14:19 5G

Search


Search Amazon

MUDEELA Pots and Pans Organizer for Cabinet 8-Ti...
\$22.99 ✓prime

Visit the Joseph Joseph Store ★★★★★ 14,509

Joseph Joseph - 85149 Joseph Joseph CupboardStore
Cabinet Door Pan Lid Organizer, Gray, 4 count (pack of 1)

#1 Best Seller in Home Cabinet Accessories



VIEW 360°

Get a \$50 Amazon Gift Card instantly upon approval for the Amazon Rewards Visa Card. No annual fee.

Home | Profile | Cart | Menu

14:08 5G+

Search


Search Amazon

Last purchased Jan 22, 2023
-Lavender Mist , 40oz

[View order](#) | [Set reminder](#)

Visit the Simple Modern Store ★★★★★ 1,587

Simple Modern 40 oz Tumbler with Handle and Straw Lid | Insulated Reusable Stainless Steel Water Bottle Travel Mug Iced Coffee Cup | Valentines Gifts Him & Her | Trek Collection | 40oz | Lavender Mist



Color: -Lavender Mist

Home | Profile | Cart | Menu



Cara Edwards
VP, Digital Solutions



Dan Frommer
Founder & Editor-in-Chief of
The New Consumer





The New Consumer

- Launched in 2019 by longtime business journalist Dan Frommer
- Exploring how and why people spend their time and money
- Reporting, analysis, and research for anyone who cares what's next
- newconsumer.com

Coefficient
Capital

Coefficient Capital

- Launched in 2018 by Franklin Isacson and Andrew Goletka
- Investments in digitally powered consumer brands
- Focus on transformational consumer shifts
- coefficientcap.com

Coefficient Capital Portfolio

EXIT
NOM NOM

Personalized
pet nutrition

EXIT
**JUST
SPICES**

Cooking solutions for
the new consumer

hydrant

Sustainable, functional
hydration

Hawthorne

Personalized men's
personal care

IPO
THE ORIGINAL
OATLY!

Global plant-based
dairy leader

**MAGIC
SPOON**

Low-carb
breakfast innovator

HODINKEE

Content-driven
marketplace

SESAME

Direct-to-patient
healthcare

**MILANO
VICE**

Next-generation
restaurant brand

NEW
lemme

Innovative
wellness brand

NEW
katefarms

Clinical
nutritional formulas

Consumer Trends Report

- Our goal remains to highlight the profound changes in the consumer landscape and what matters most for the years ahead
- Special thanks to Earnest Analytics for spending data: earnestanalytics.com
- View the latest and our previous reports: newconsumer.com/trends

Consumer Trends Survey

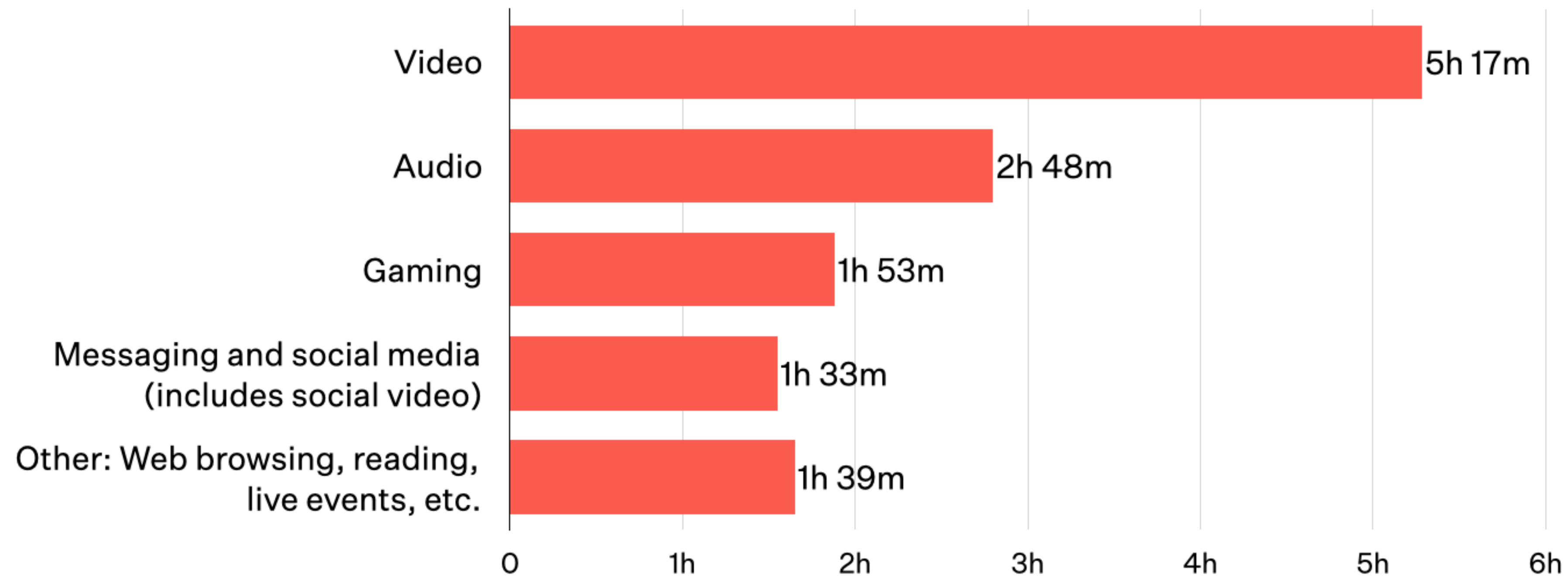
- We've now conducted five surveys of 3,000+ US consumers, most recently in November 2022
- For a closer look at Gen. Z, our survey panel again includes 15- to 18-year-olds
- Powered by Toluna, “delivering real-time consumer insights at the speed of the on-demand economy” tolunacorporate.com

1

The new consumer has
voted with their attention,
and the winner is TikTok.

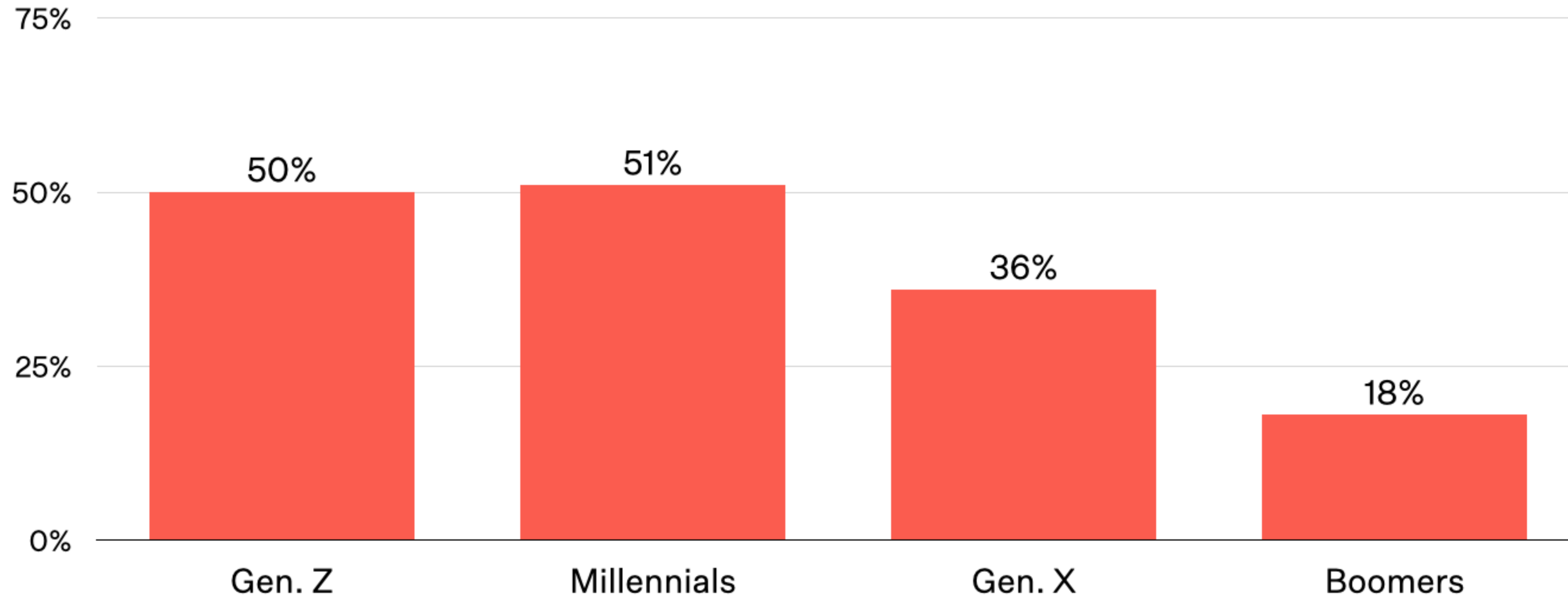
The average American spends about 13 hours per day using technology and media

Activate's average estimated daily media and tech consumption in hours and minutes



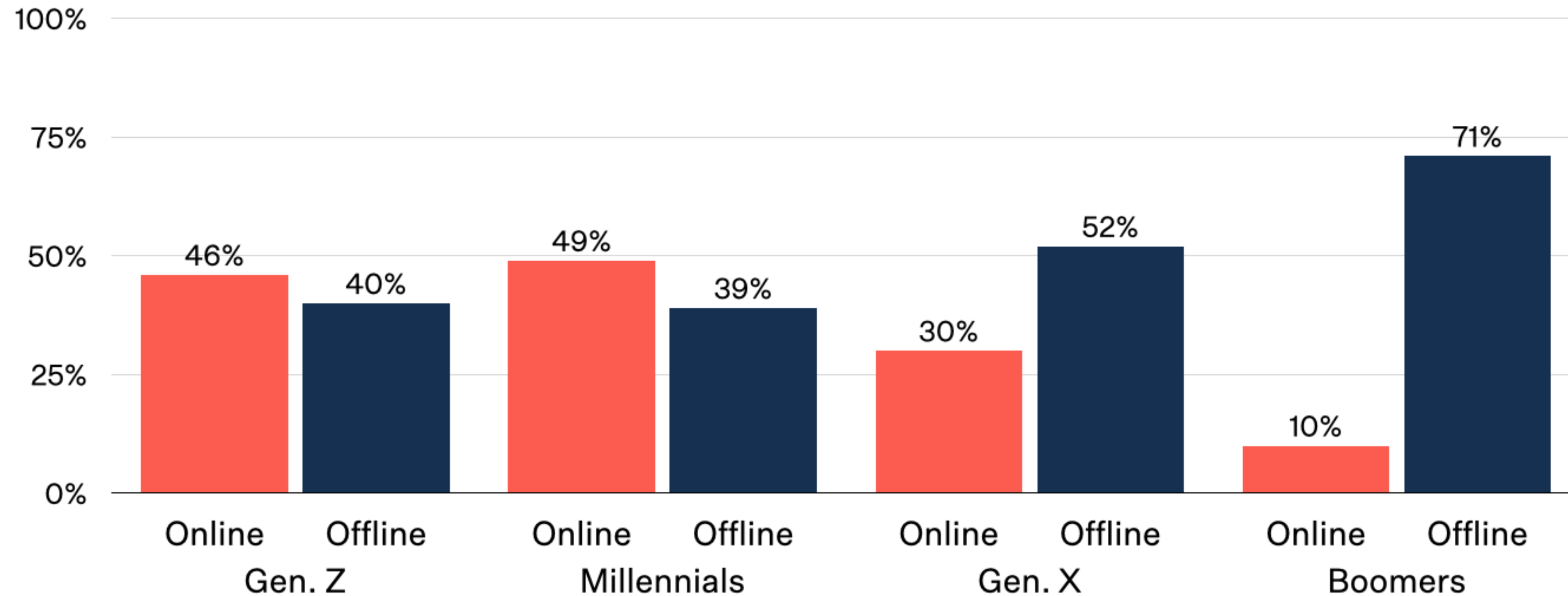
Half of younger Americans say they 'live online'

Percentage of 'Strongly' or 'somewhat' agree responses by generation: How strongly do you agree or disagree with the following statement: I live online



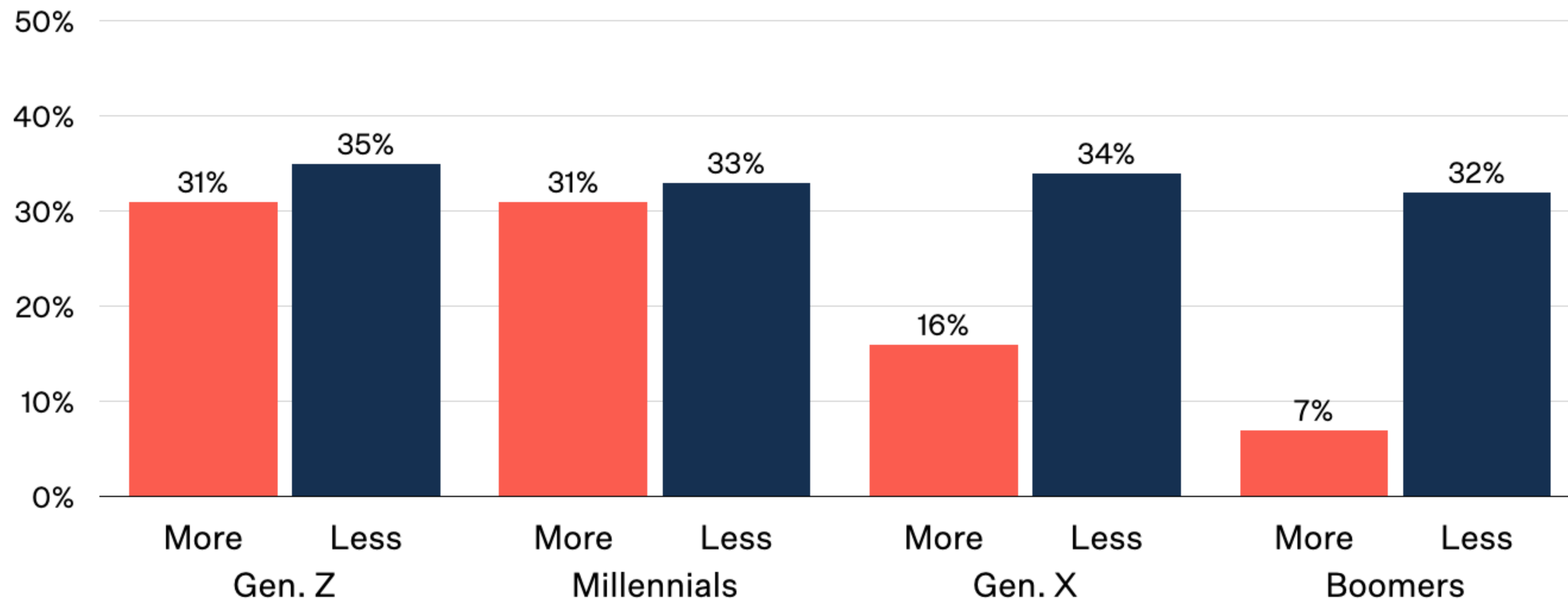
More Gen. Z and Millennials say they feel most like themselves 'online' than 'offline'

Percentage of responses by generation:
Where do you feel most like yourself?



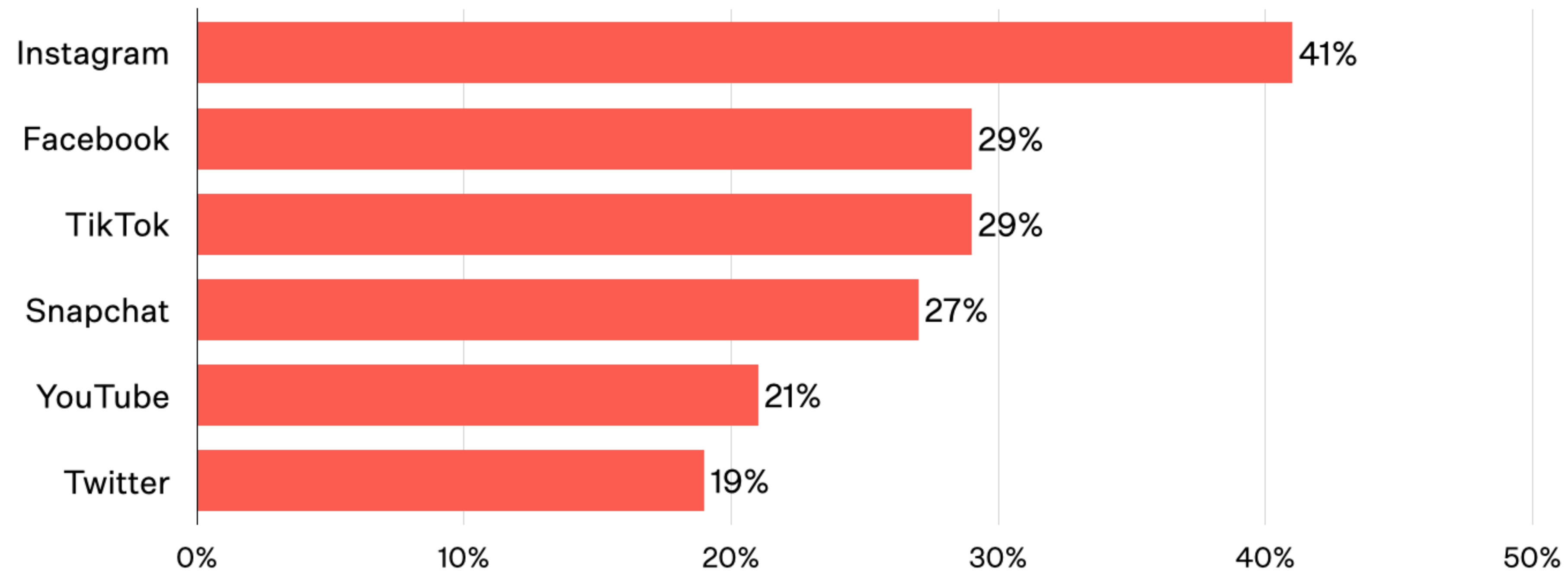
Do Americans want to spend more or less time online? Yes.

Percentage of responses by generation: Do you wish you spent more or less time online? (Includes 'much' and 'a bit' more and less.)



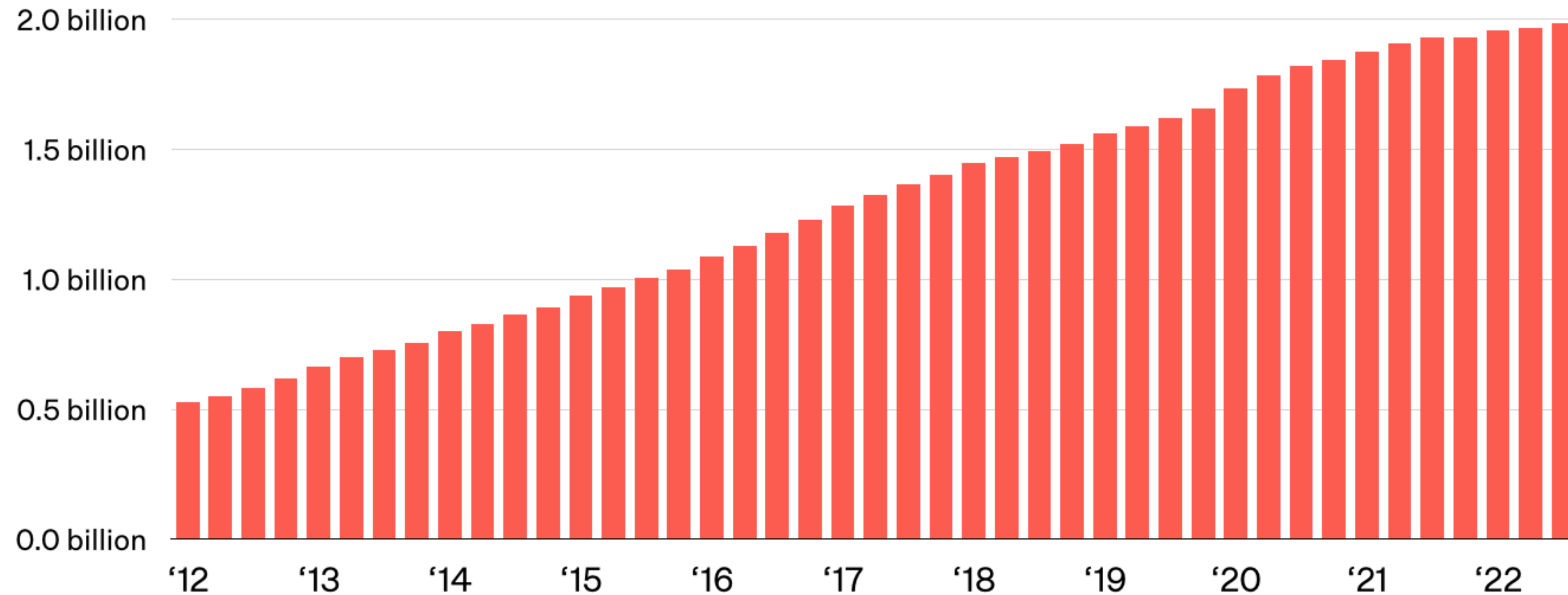
Social media apps maintain product-market fit with robust engagement rates

Percentage of active Android installs that opened app every day in Q3 2022



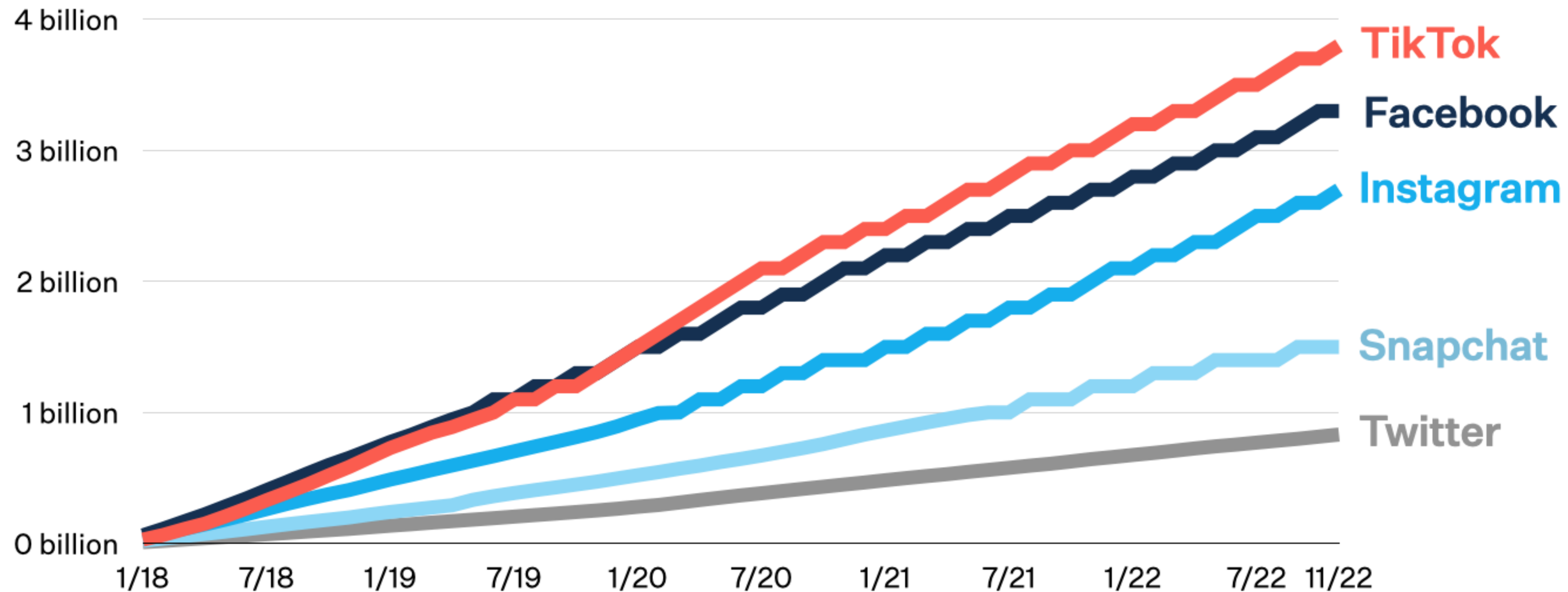
Facebook is still the most popular with around 2 billion daily active users

Facebook daily active users



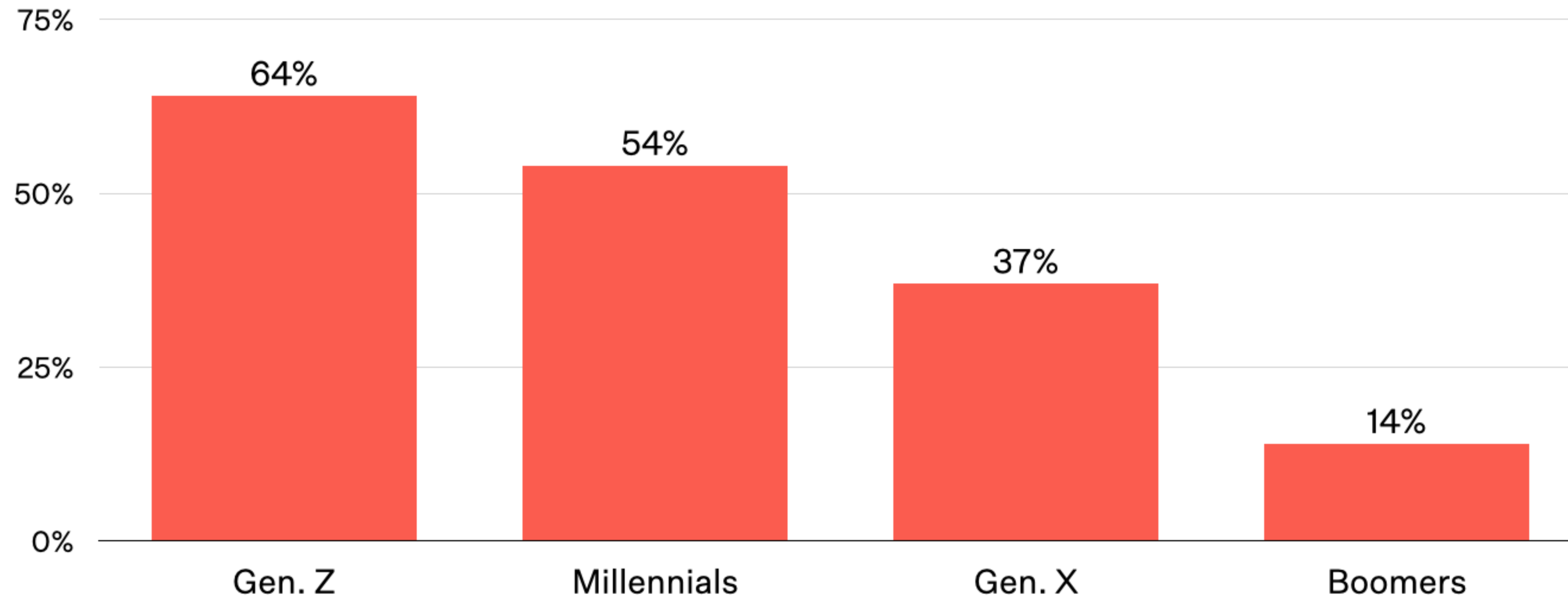
Since 2018, TikTok has been downloaded the most — around 4 billion times

Estimated cumulative global downloads from Apple's iOS App Store and Google Play — Sensor Tower



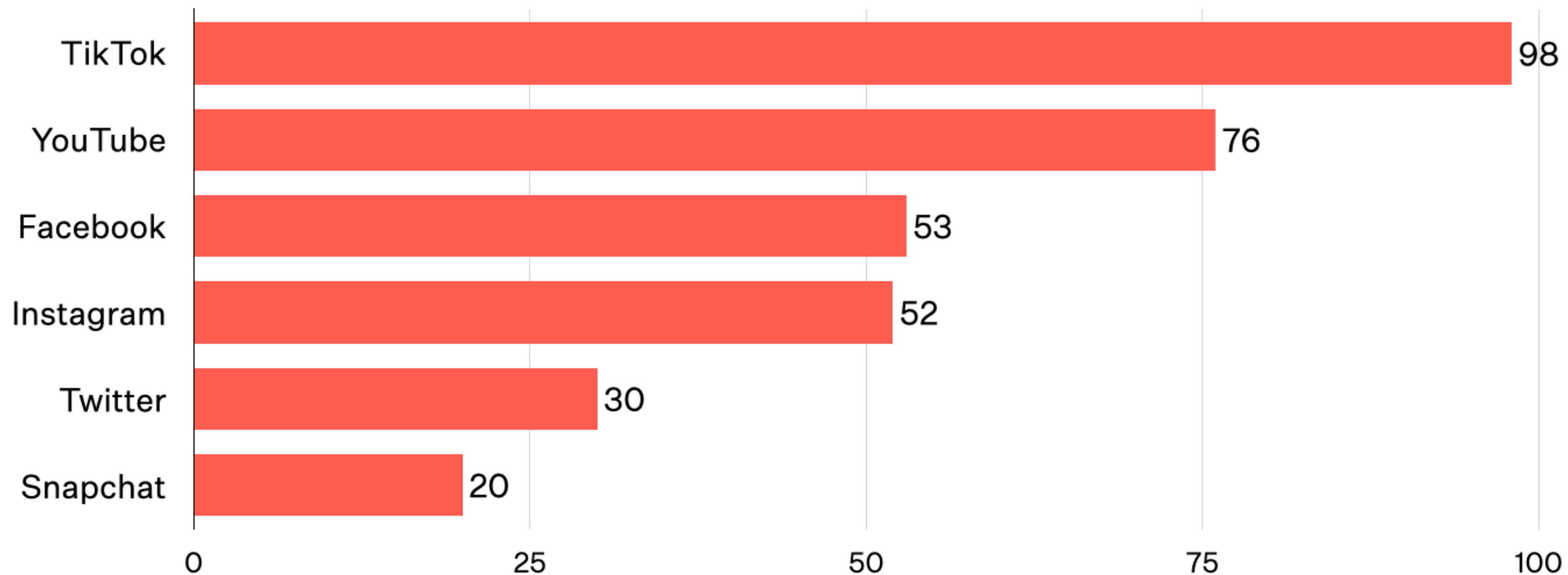
TikTok is most popular with younger consumers

Percentage responses by generation: Do you use TikTok?



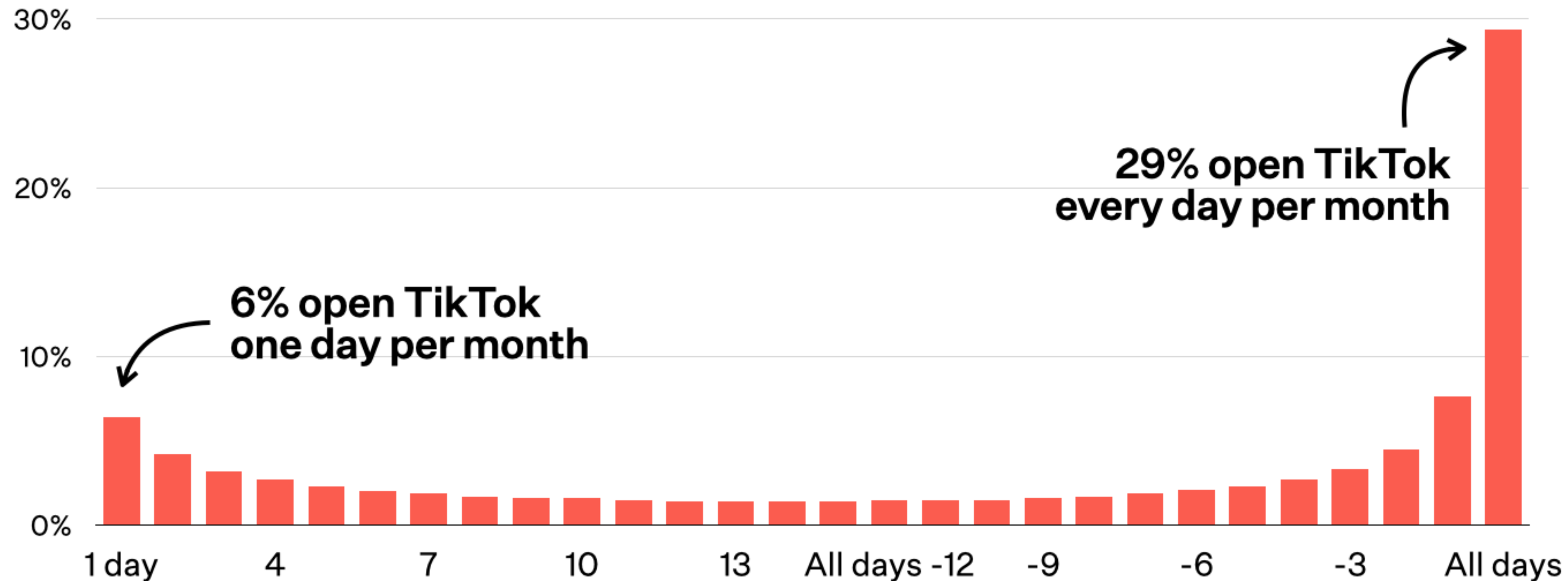
TikTok's addictive short-form videos drive ~100 minutes of app usage per day

Average daily minutes spent in-app, Android users only, during Q3 2022



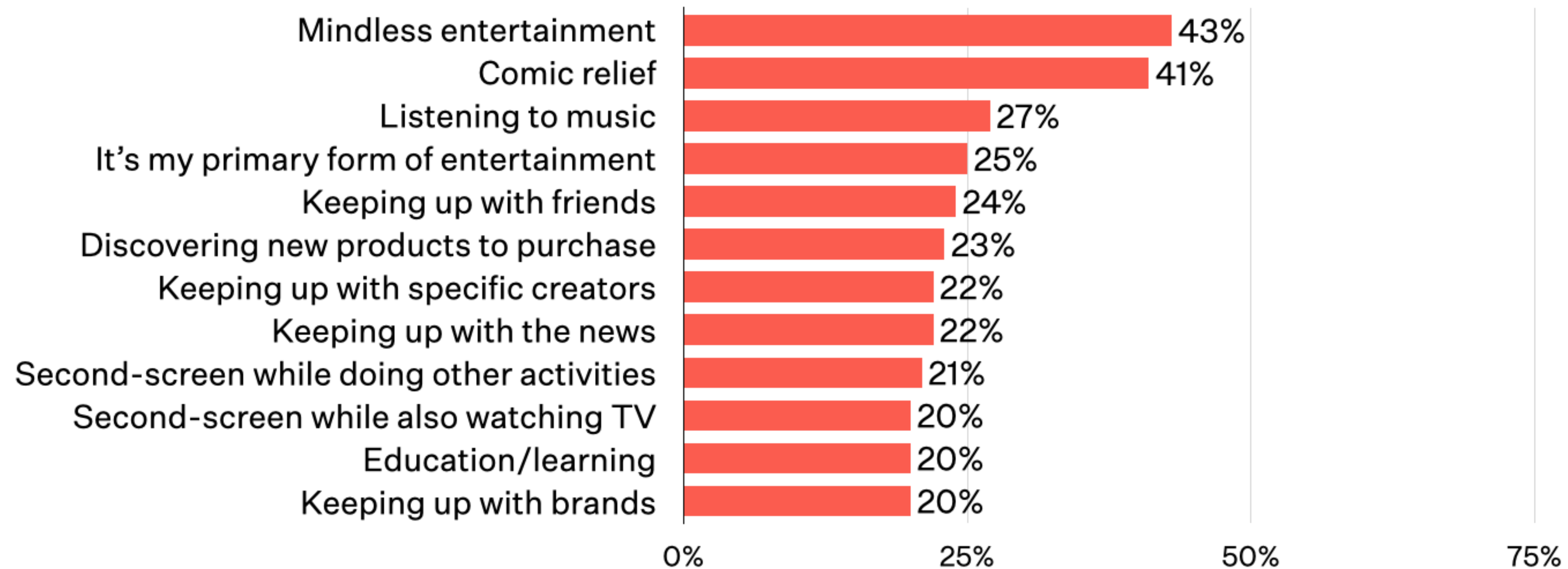
Almost 30% of TikTok users on Android open the app every day

Percentage of active TikTok for Android installs by number of days used each month, on average, in Q3 2022



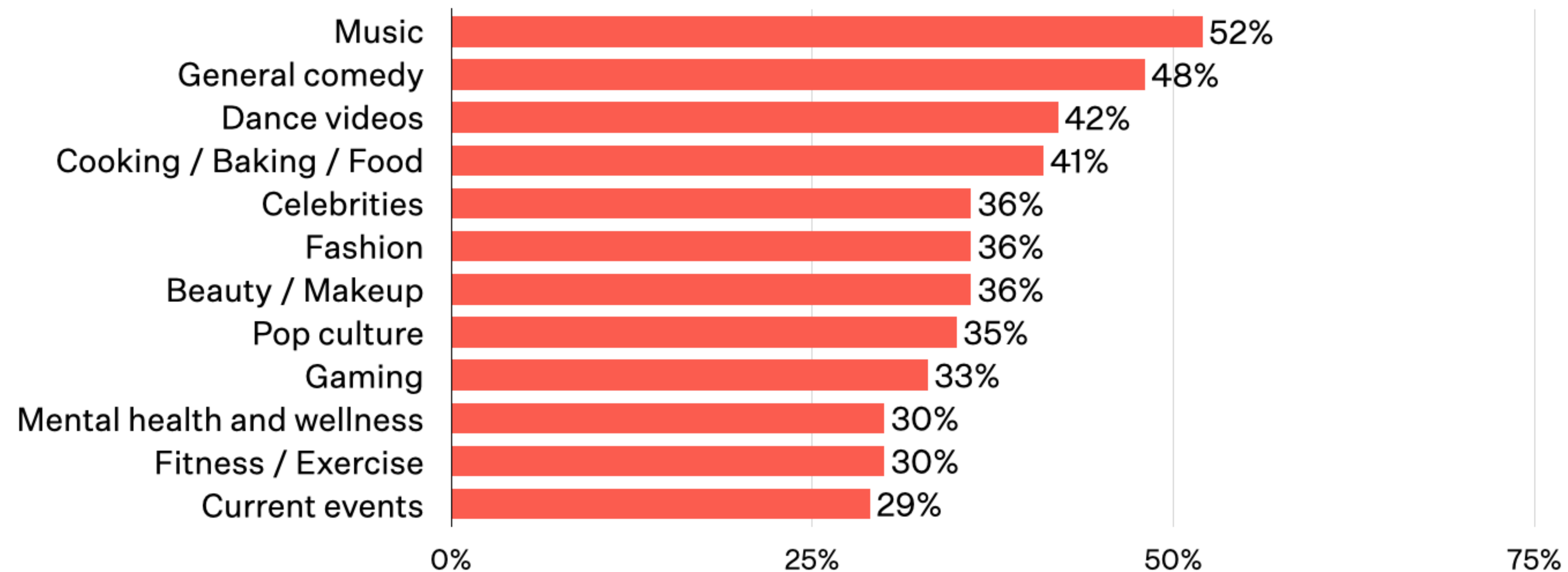
TikTok's top uses: Mindless entertainment and comic relief, but also much more

Percentage of responses: For which of the following purposes do you use TikTok? (Choose all that apply.)



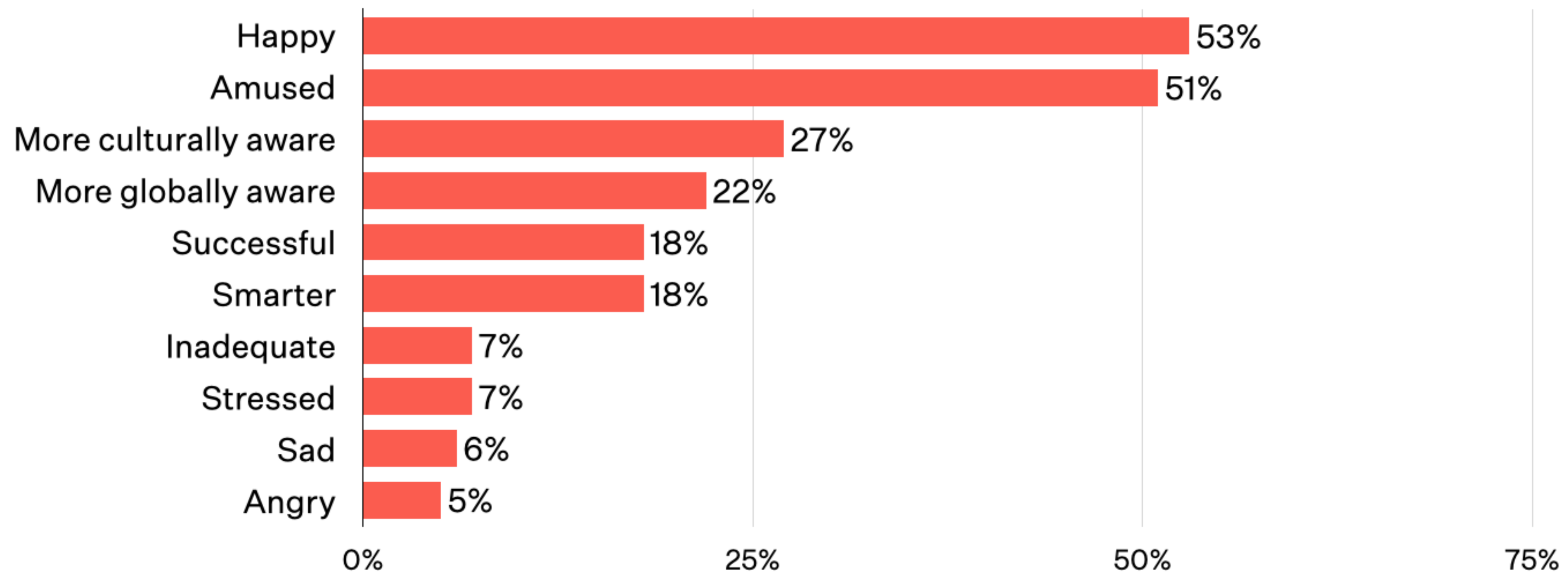
TikTok enables niche content but covers most mainstream genres

Percentage of responses: What topics do you see on your TikTok?



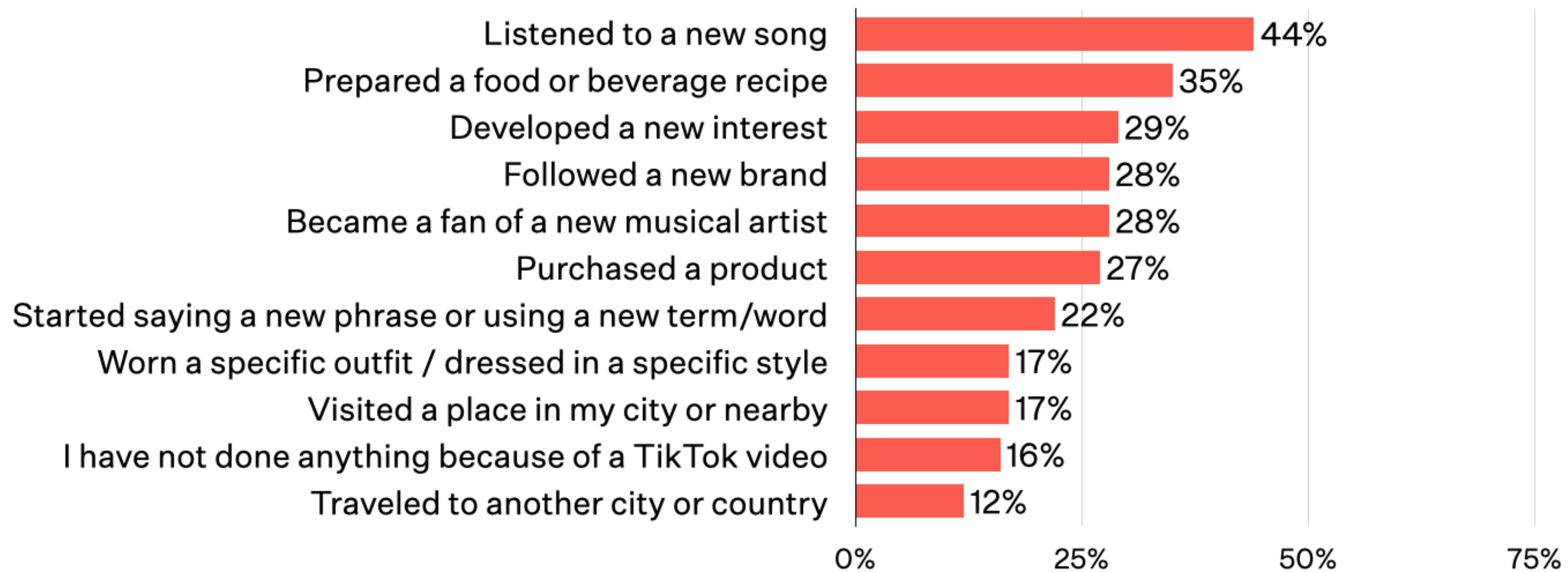
Half of TikTok users say it makes them feel happy — few say ‘inadequate’ or ‘stressed’

Percentage of responses: How does TikTok make you feel?
(Choose all that apply.)



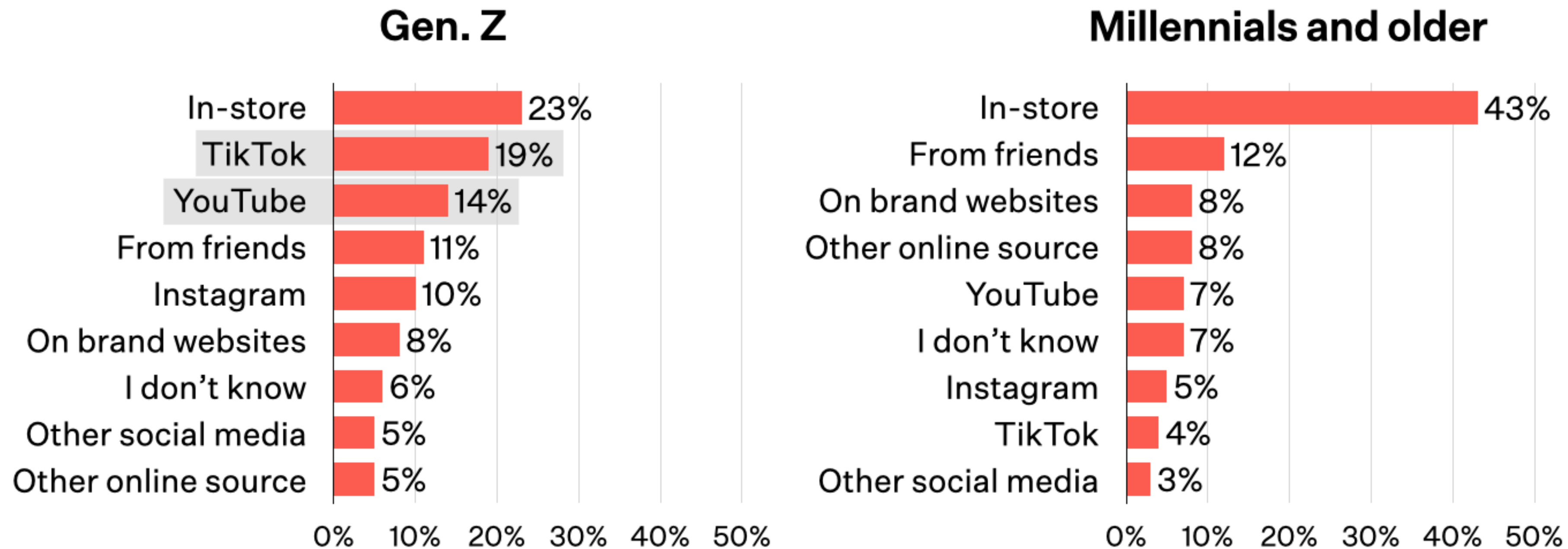
TikTok drives music discovery but also food trends and purchasing

Percentage of responses: Which, if any, of the following have you done because of a TikTok video?



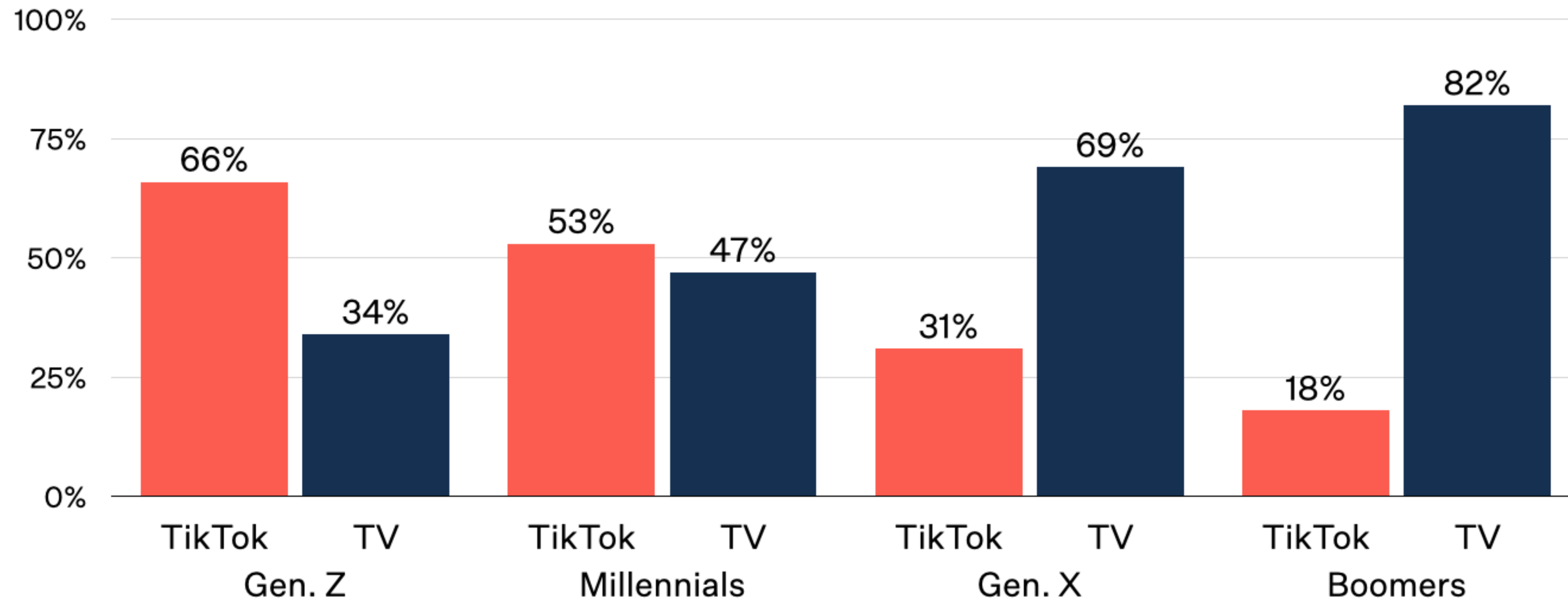
Gen. Z also *discovers* beauty products differently: On TikTok and YouTube

Percentage of responses by generation: Where do you primarily discover beauty or personal care products?



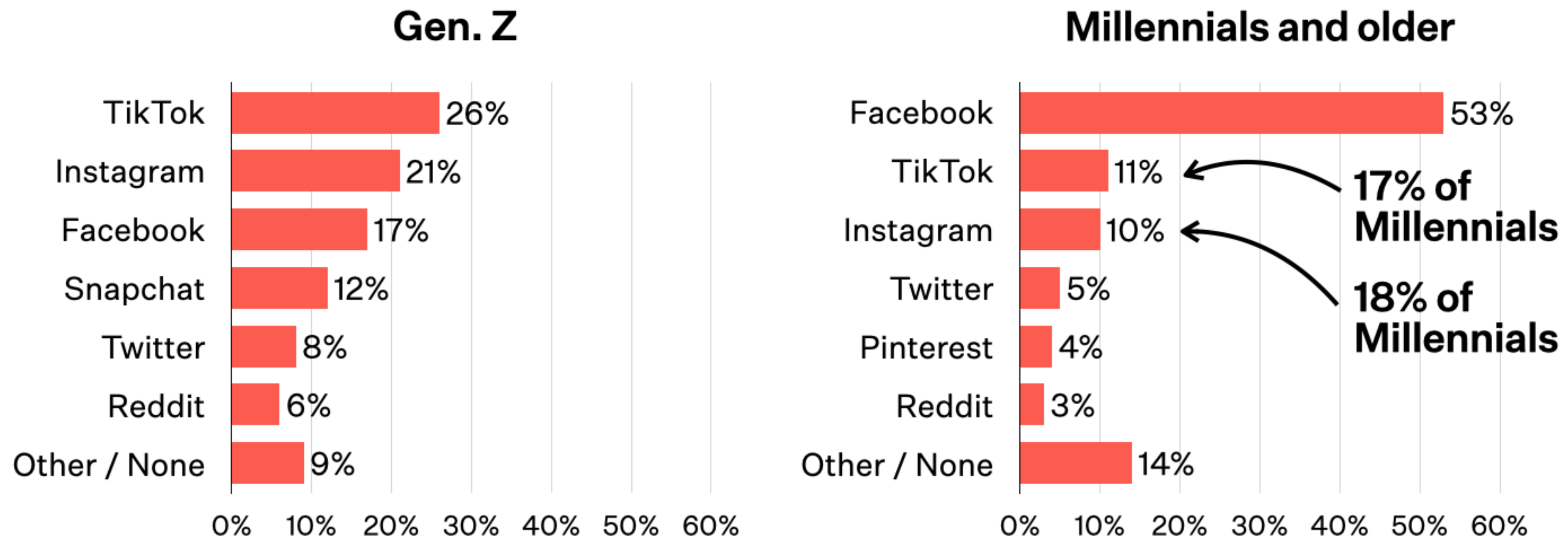
Most Gen. Z and Millennial TikTok users say they'd choose TikTok over TV

Percentage of responses, among TikTok users, by generation: If you could only watch TikTok or traditional TV/streaming shows, which would you choose?



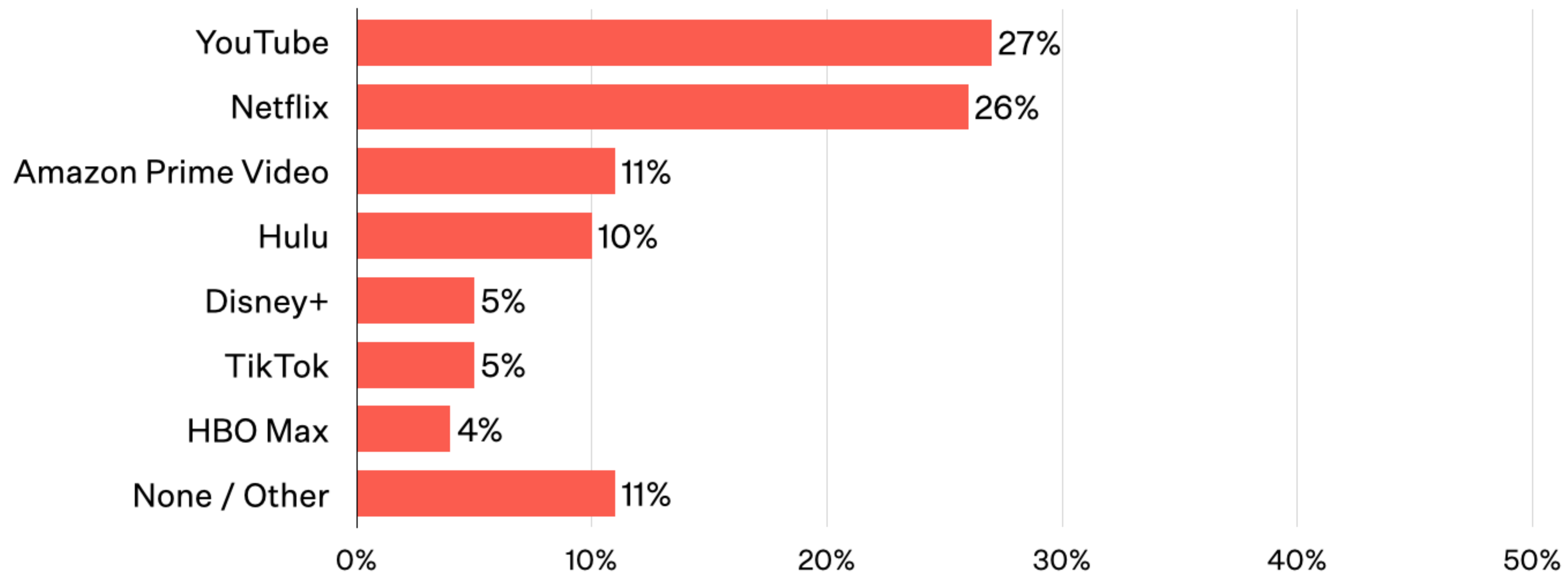
Gen. Z wouldn't want to live without TikTok — for everyone else, it's Facebook

Percentage of responses by generation: If you were trapped on a deserted island and could choose to access only one social media network for entertainment purposes, which would it be?



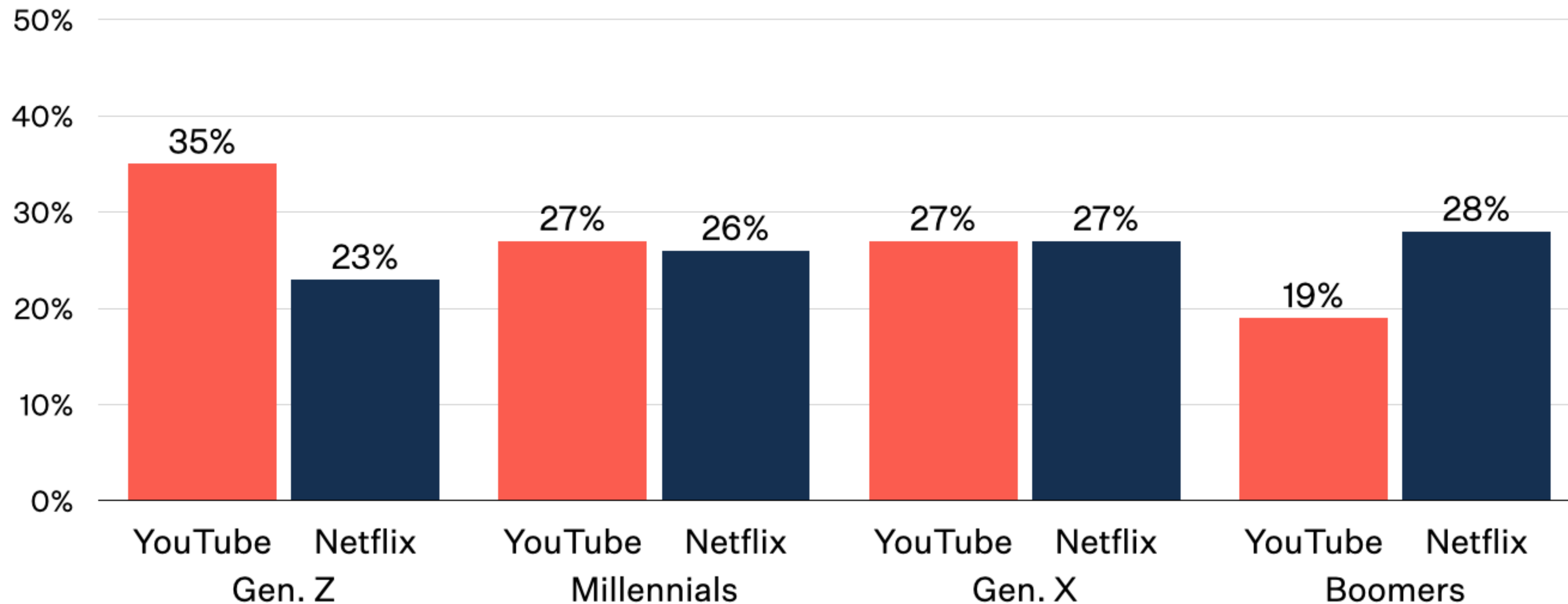
YouTube is arguably *underrated* in the future-of-TV conversation

Percentage of responses: If you were trapped on a deserted island and could choose to access only one streaming video platform, which would it be?



YouTube is impressively popular across generations

Percentage of responses: If you were trapped on a deserted island and could choose to access only one streaming video platform, which would it be?

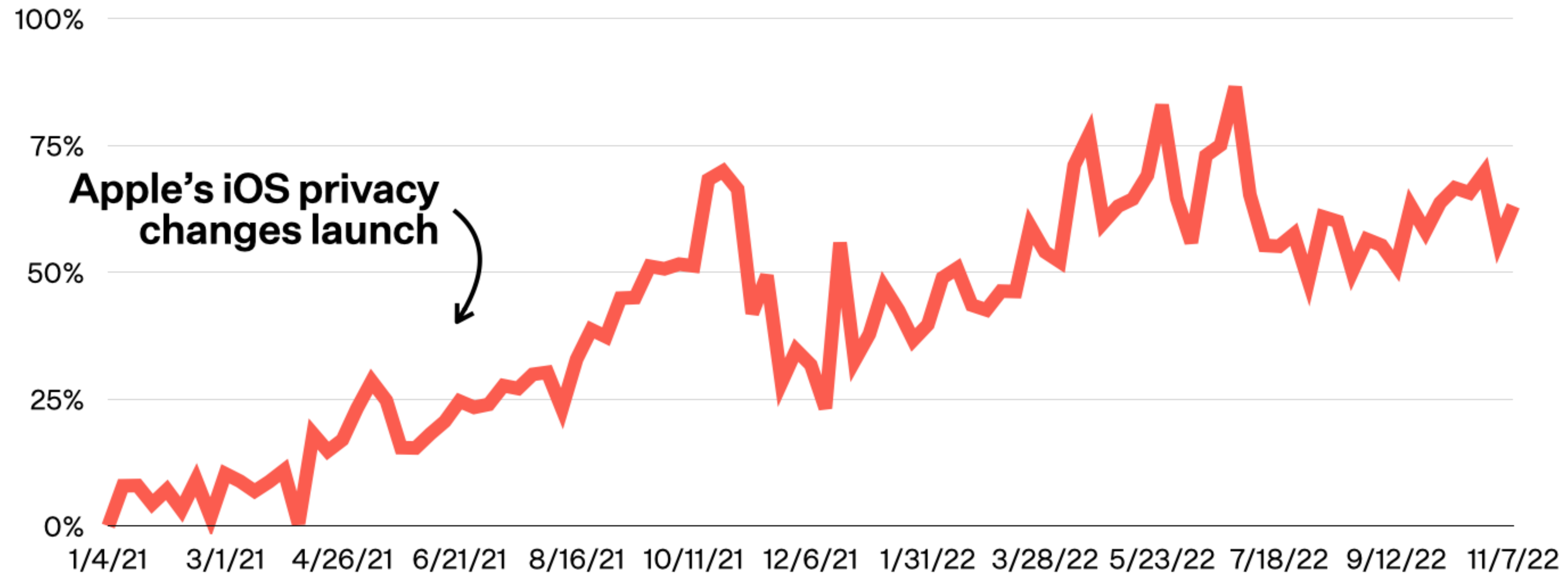


2

There's excitement around brands founded by celebrities and creators. Do they have a special advantage?

Rising customer acquisition costs have challenged e-commerce economics

Change in customer acquisition costs observed by Common Thread Collective's network of e-commerce merchants



Celebrity-founded brands have widely proliferated — here's just 40 current ones

Apparel

SKIMS

SJP
BY SARAH JESSICA PARKER

SAVAGE X FENTY
LINGERIE BY RIHANNA

F FABLETICS

GOOD AMERICAN

Jessica Simpson

Draper James

IVY PARK

INAMORATA

yitty

Beauty and wellness

KYLIE lemme

Rare Beauty **rhode**

goop KKW BEAUTY

LE **DOMAINE** SKINCARE **KINLÒ™**

KEYS SOULCARE *happy dance!*

Spirits

818
TEQUILA

AVIATION
AMERICAN GIN

TEREMANA
SMALL BATCH TEQUILA

SWEETENS
COVE

PROPER TWELVE
IRISH WHISKEY

CASAMIGOS

De Soi

Onda
TEQUILA SELTZER

CINCORO™
Tequila

Skinnygirl
COCKTAILS

Food and CPG

MRBEAST BURGER

GOOPLES

Hart
HOUSE

ONCE UPON A FARM

Mariah's
COOKIES

Chamberlain
Coffee

THE HONEST CO.

Made by
Nacho

TREJO'S TACOS
HECHO EN LOS ANGELES

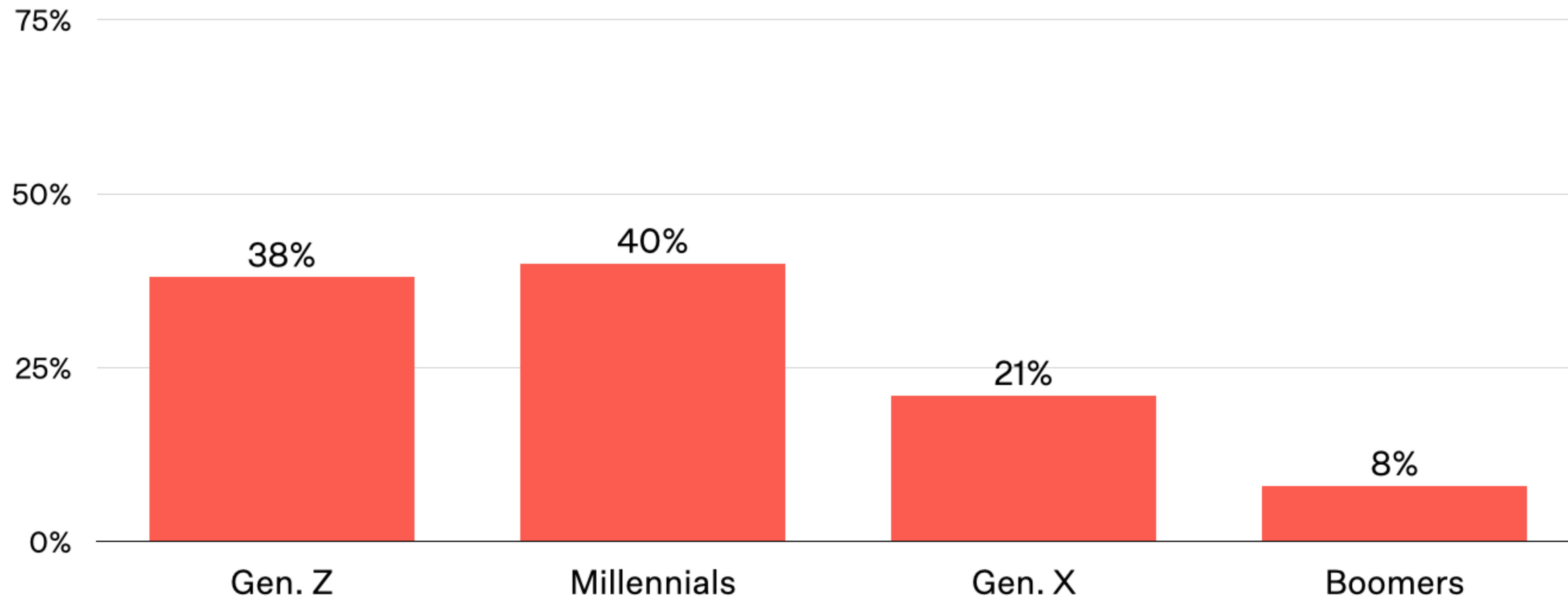
hello bello

Why so many celebrity-founded brands?

- Many actors, musicians, athletes, and other celebs want to be more than ‘talent’ — they’re already entrepreneurial and want to be multi-hyphenates
- Social media allows celebs (and brands) to build direct relationships with customers at scale
- Their outsized followings drive attention and traffic, which could make growth more efficient
- Equity can have real value: A solid exit can generate generational wealth the way a commercial gig can’t

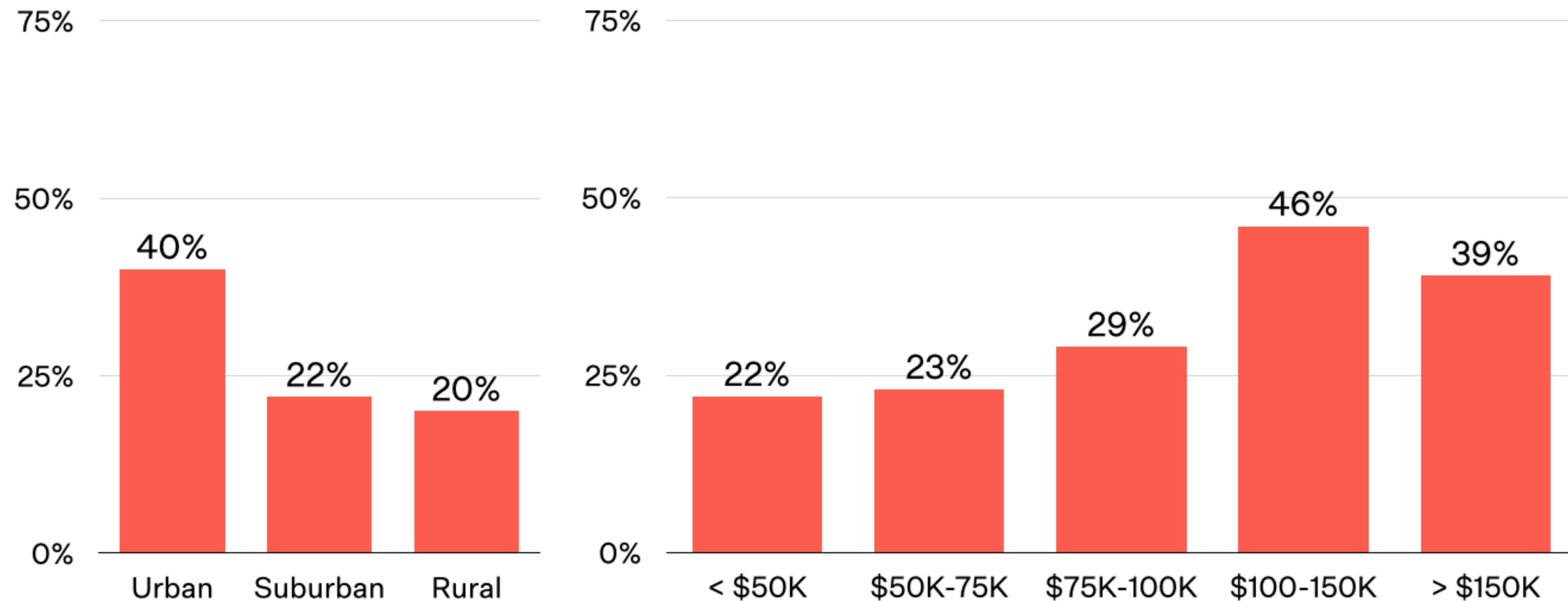
Many younger consumers say they prefer celebrity-founded brands

Percentage of 'strongly' and 'somewhat' agree responses by generation: I like celebrity-founded brands more than non-celebrity-founded brands.



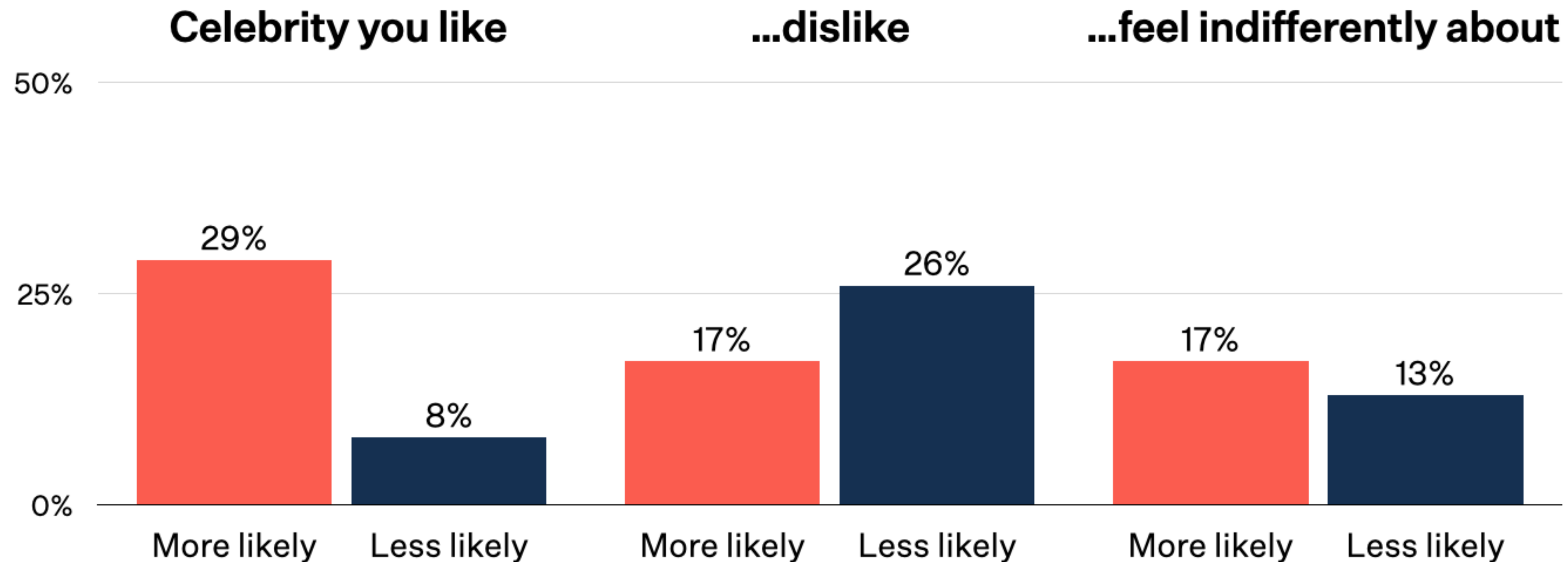
Preference for celebrity-founded brands also skews urban and higher-income

Percentage of 'strongly' and 'somewhat' agree responses: I like celebrity-founded brands more than non-celebrity-founded brands.



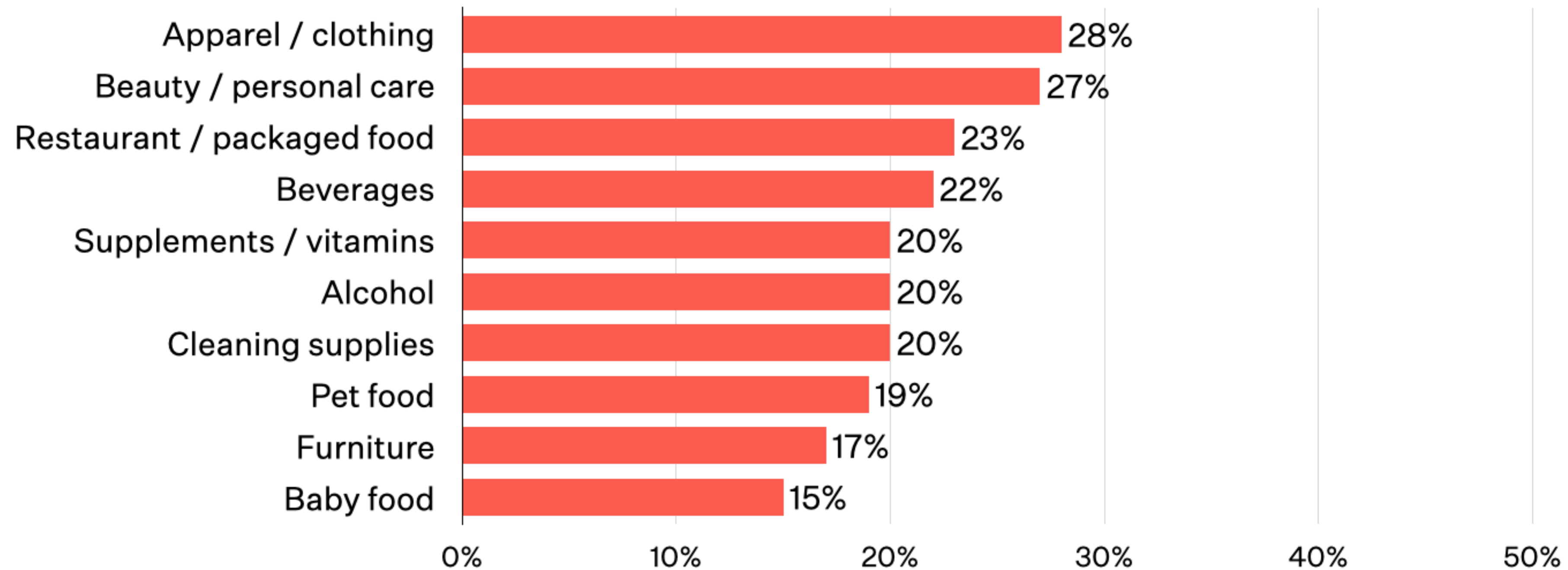
It matters if a consumer likes or dislikes the brand's celebrity founder

Percentage of responses: If a celebrity were to start a brand, how would that impact your decision to purchase?



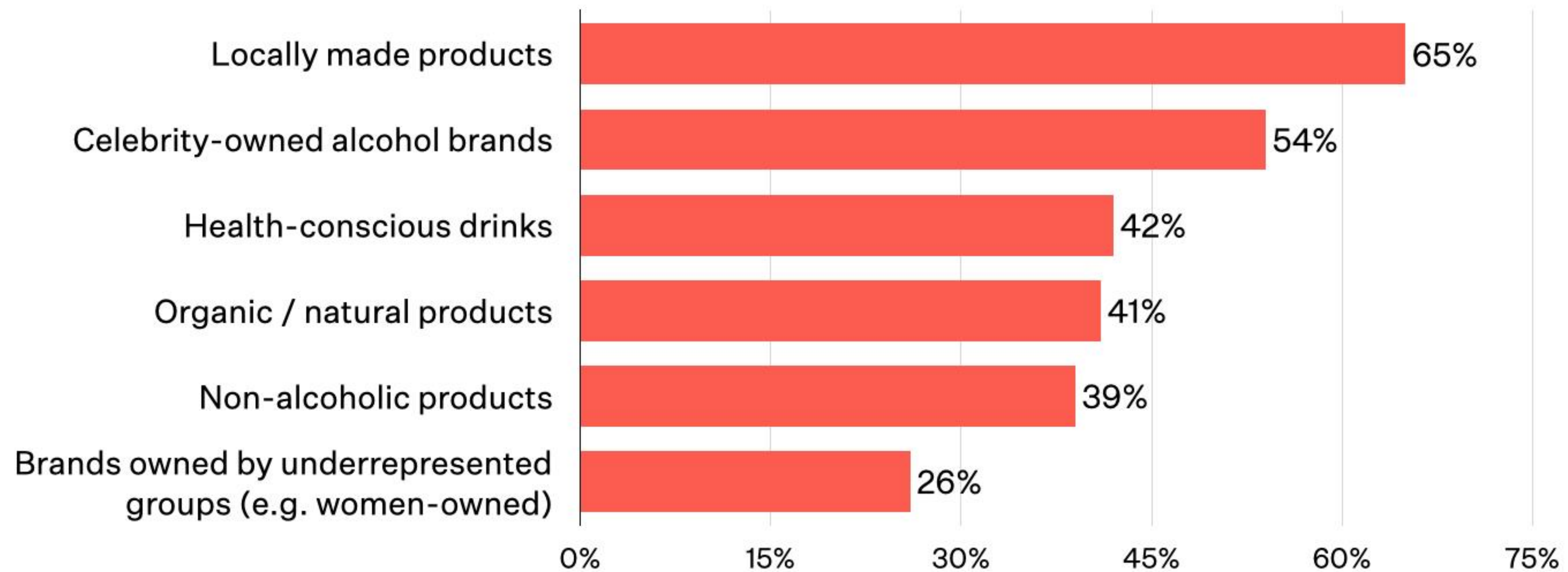
Consumer preference for celebrity brands varies by category

Percentage of responses: I would be more likely to purchase if a celebrity were to start or promote a brand in...



Half of liquor store owners say they intentionally stock celebrity brands

Percentage of responses: Do you intentionally stock any of the following types of products?



Celebrity-founded beauty and personal care brands have greater Instagram engagement than the competition

13%

Instagram engagement rate for a group of **23 celebrity-founded beauty and personal care brands.**

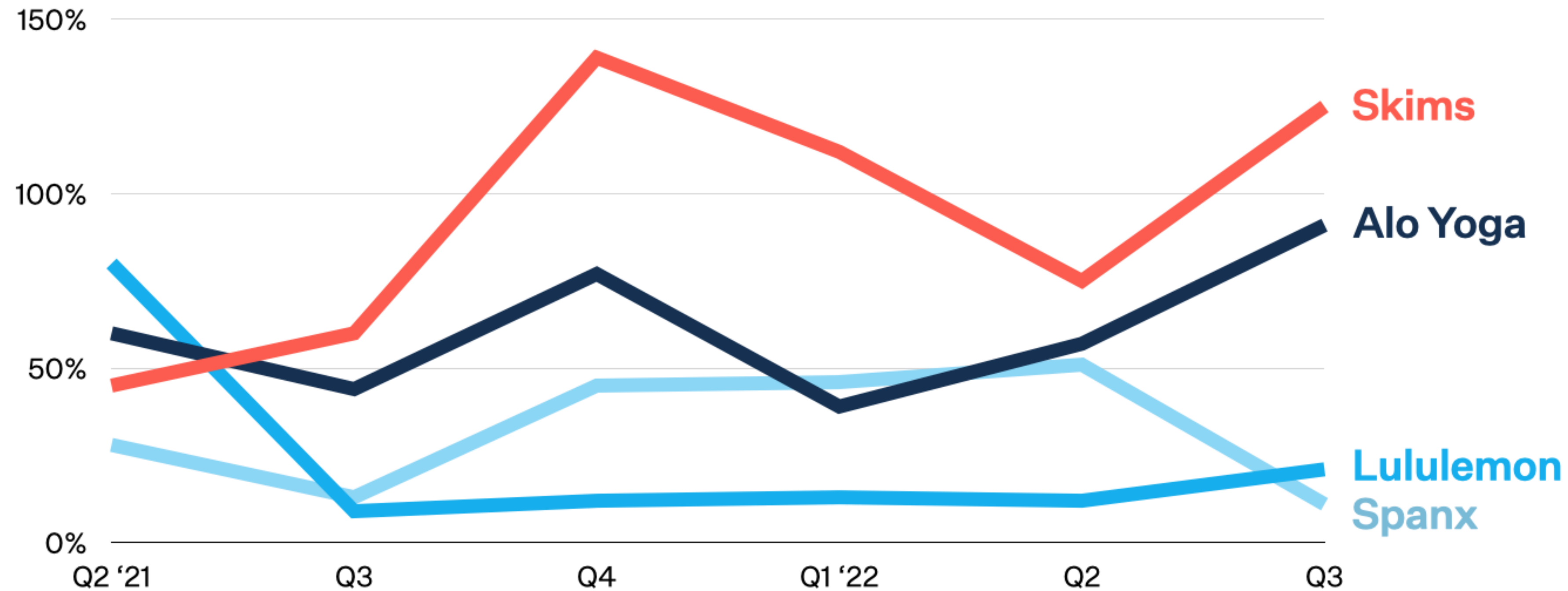
3%

Instagram engagement rate for a group of **548 beauty and personal care brands without celebrity founders.**

Engagement rate reflects the average number of comments and likes per post, as a percentage of total follower count. Measured over 12 recent posts per brand in Nov. 2022.

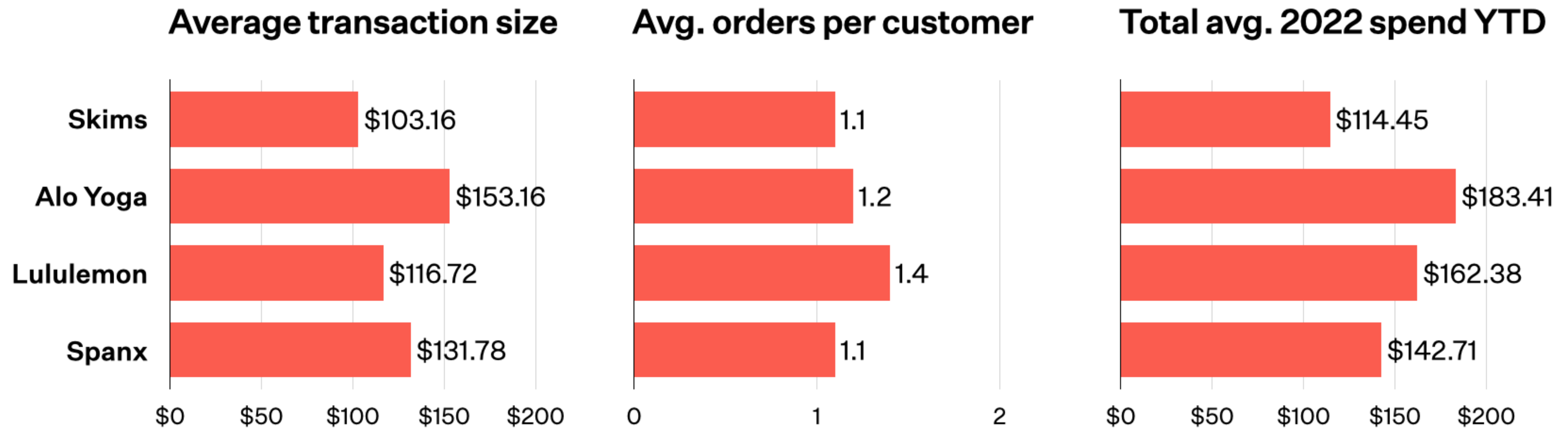
Skims, Kim Kardashian's apparel brand, is holding its own among top peers

Year-over-year change in US consumer direct credit and debit card sales, as measured by Earnest Analytics



Skims, Kim Kardashian's apparel brand, is holding its own among top peers

Skims, which sells a variety of women's clothing, from bras and underwear to loungewear and shapewear, is growing rapidly — roughly doubling year over year — according to Earnest Analytics' analysis of US consumer card spending.



Celebrity-founded brands have promise — but within limitations

32%

of consumers say they agree: **if a celebrity is an investor or backer of a brand, I trust the brand more.**

62%

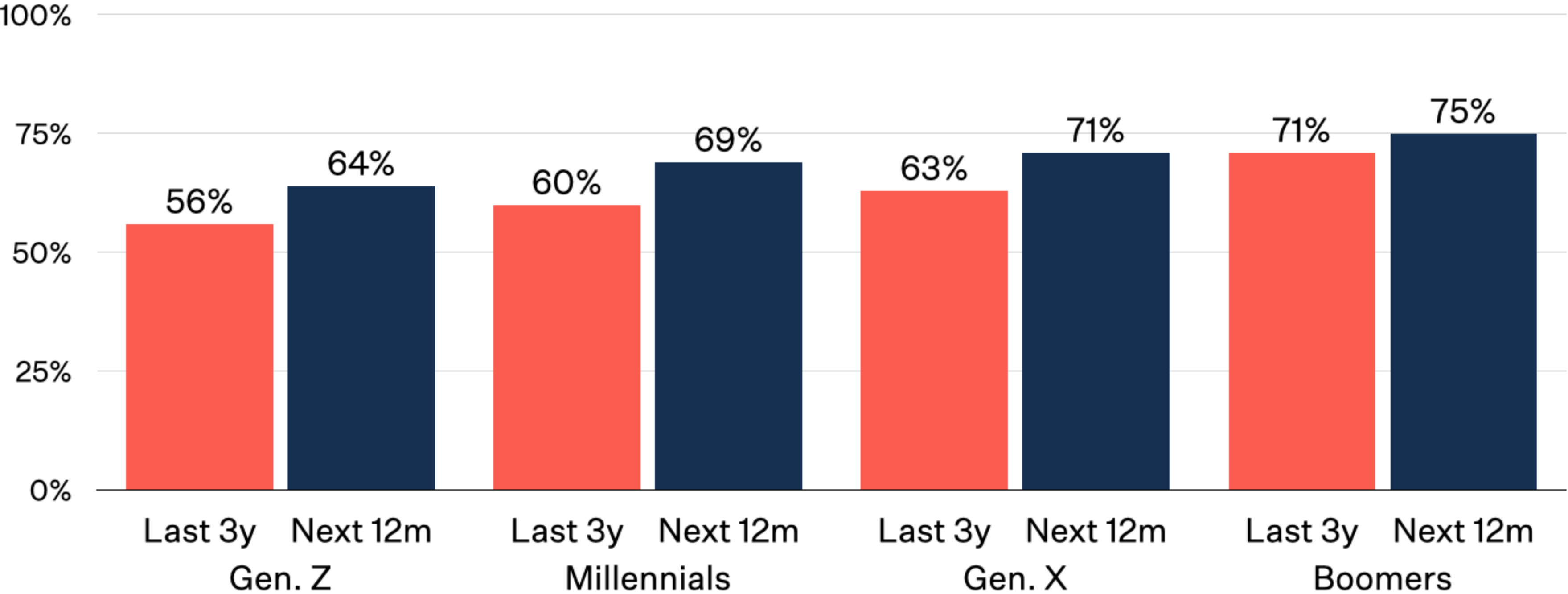
of consumers say they agree: **celebrity-founded brands only make sense if the celebrity has expertise in the products they are selling.**

3

Health and wellness will be
an even greater consumer focus
coming out of the COVID-19 pandemic.

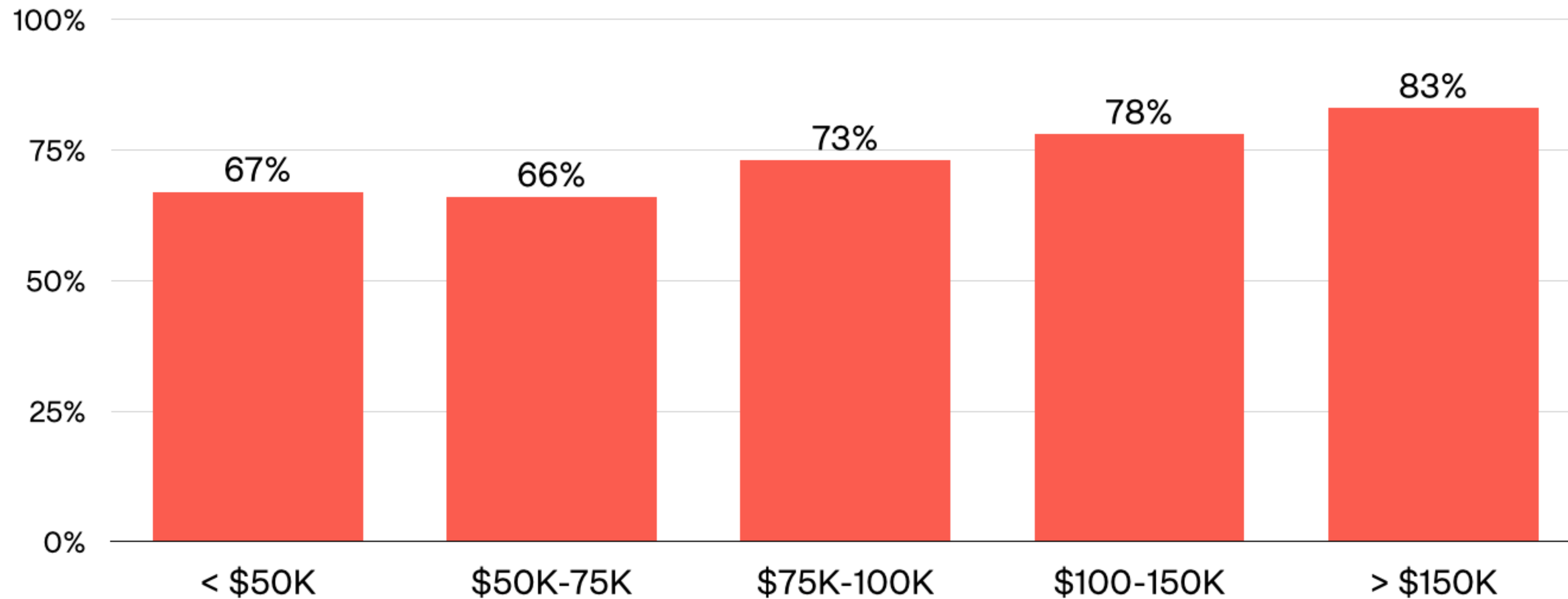
Most Americans plan to prioritize their health and wellness over the next year

Percentage of responses by generation: Over the past 3 years and the next 12 months, made / plan to make health and wellness 'the top' or 'a high' priority



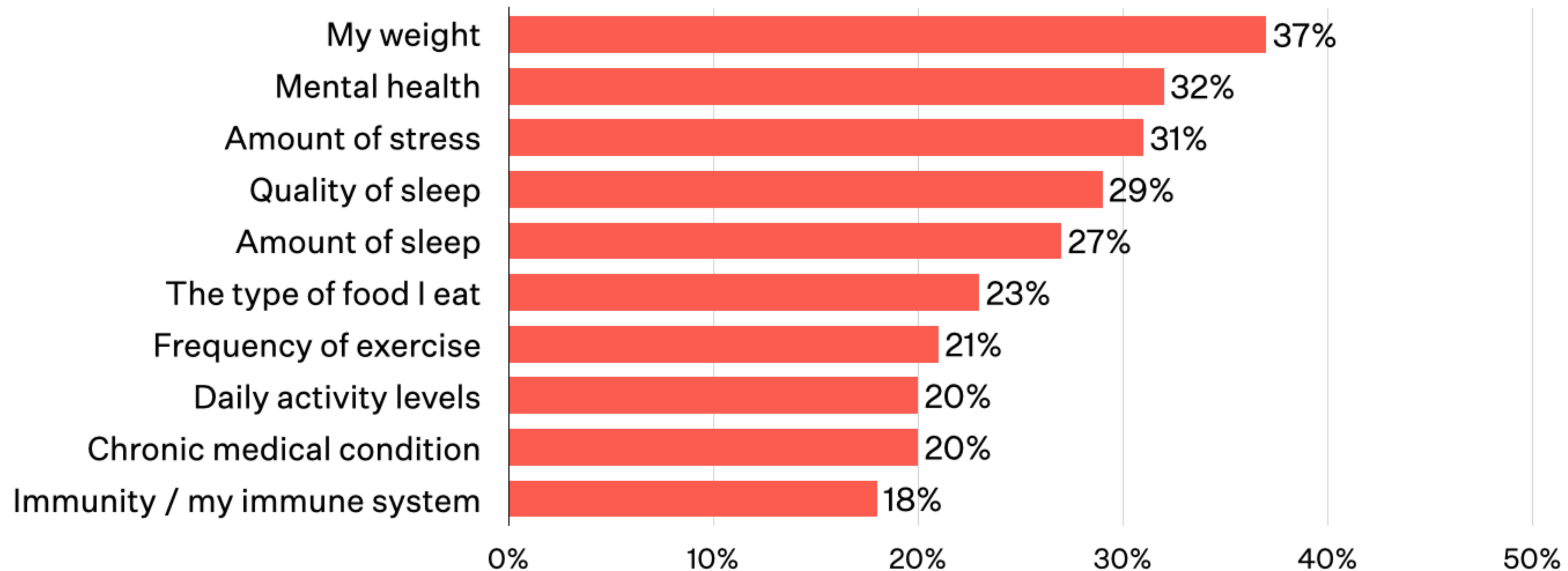
Wealthier consumers are also more likely to say they'll prioritize their health

Percentage of responses by household income: Over the next 12 months, plan to make health and wellness a 'the top' or 'a high' priority in their life



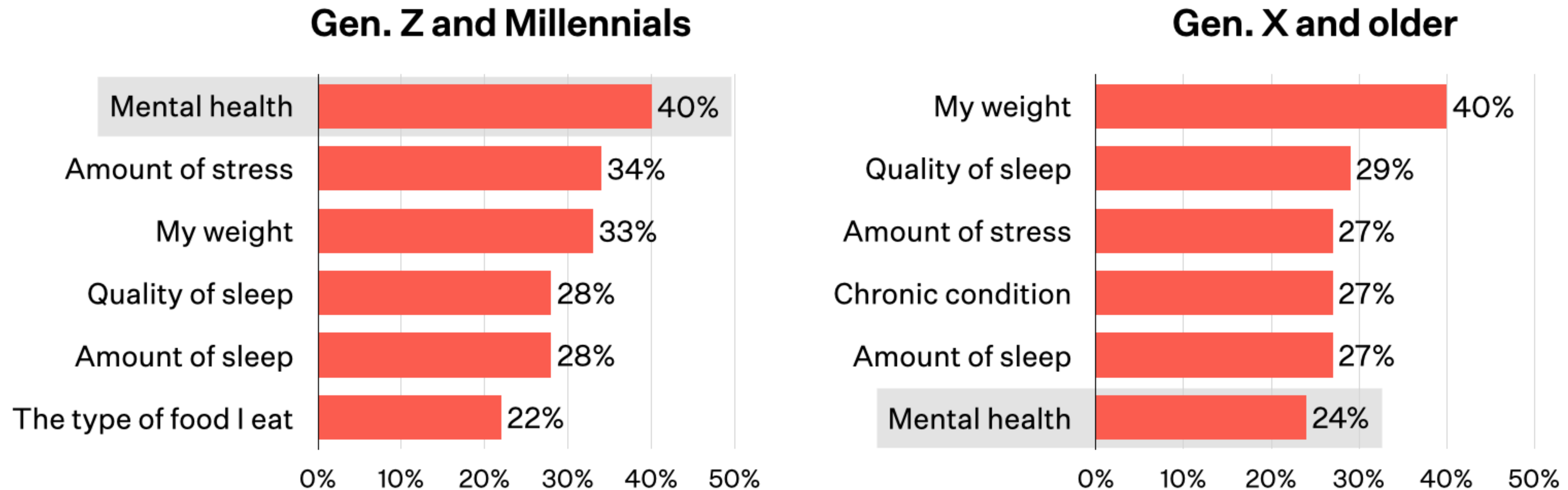
Americans say they're most concerned about their weight and mental health

Percentage of responses: What aspects of your health are you most concerned about? (Choose three.)



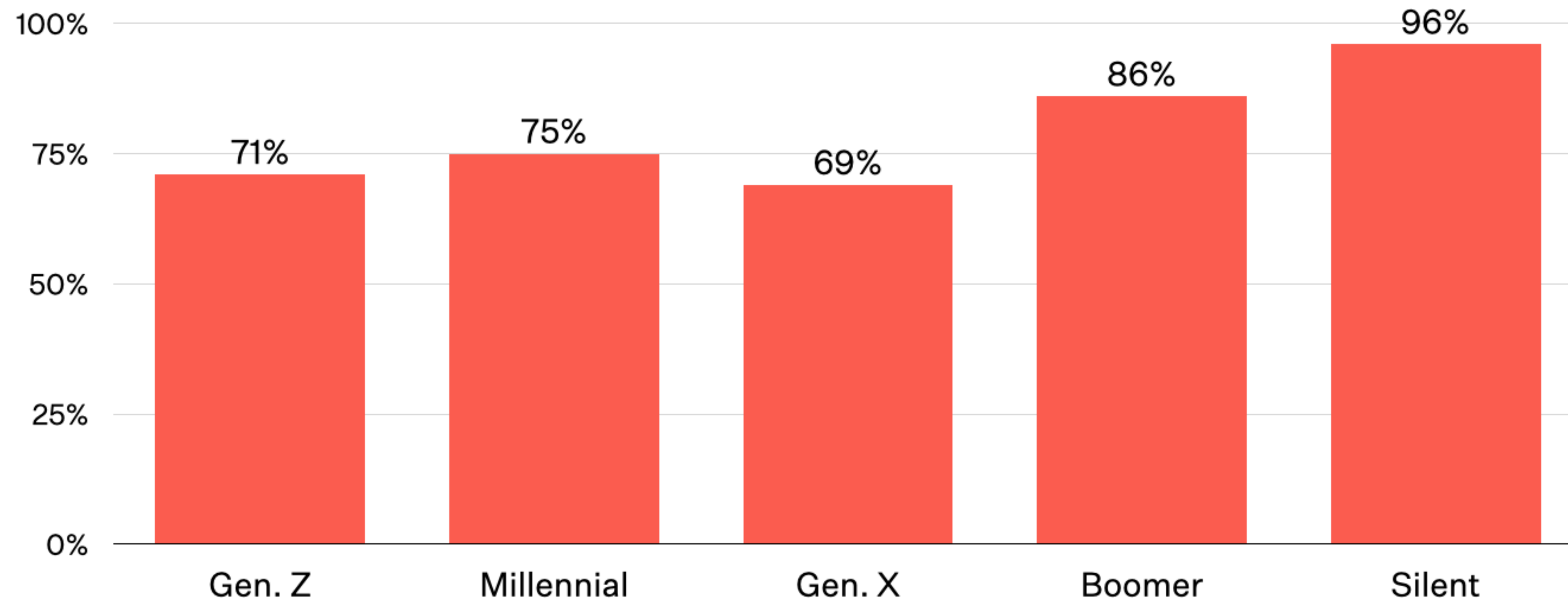
Younger consumers in particular say they're concerned about mental health

Percentage of responses by generation: What aspects of your health are you most concerned about? (Choose three.)



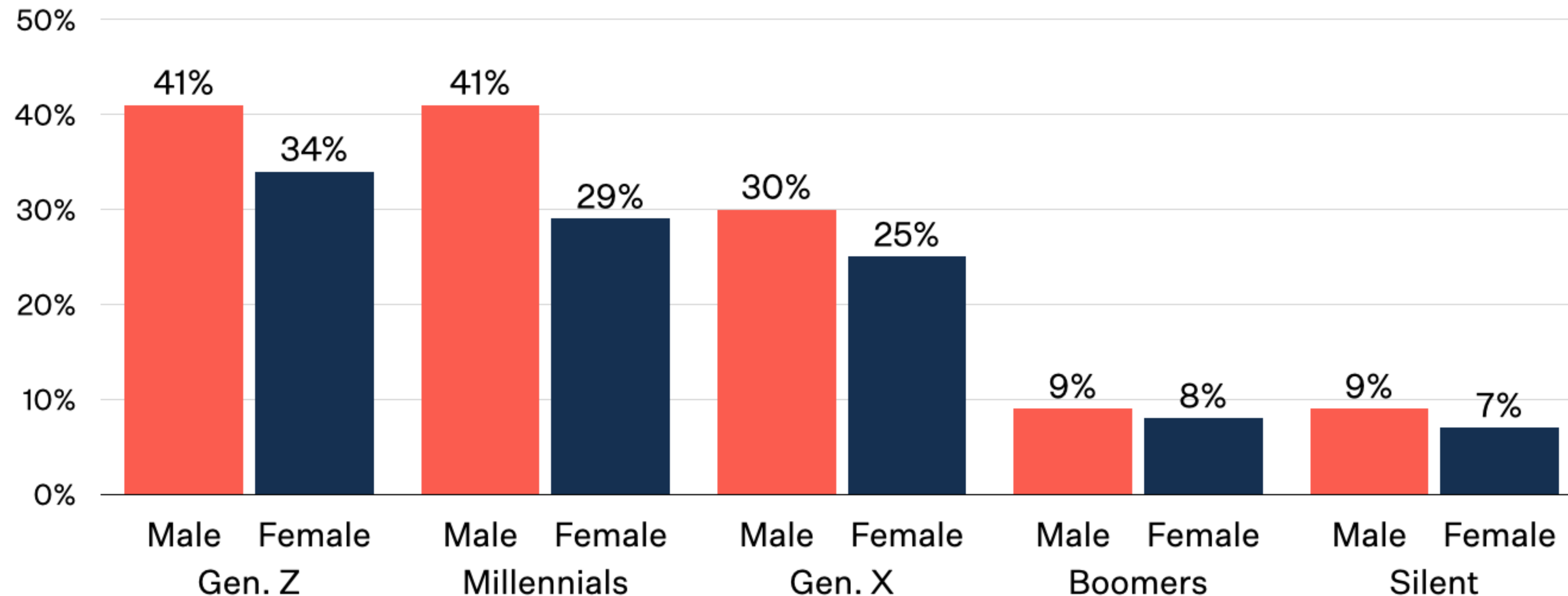
Older Americans generally say they feel better about their mental health

Percentage of 'Good' or better responses by generation:
How would you rate your mental health these days?



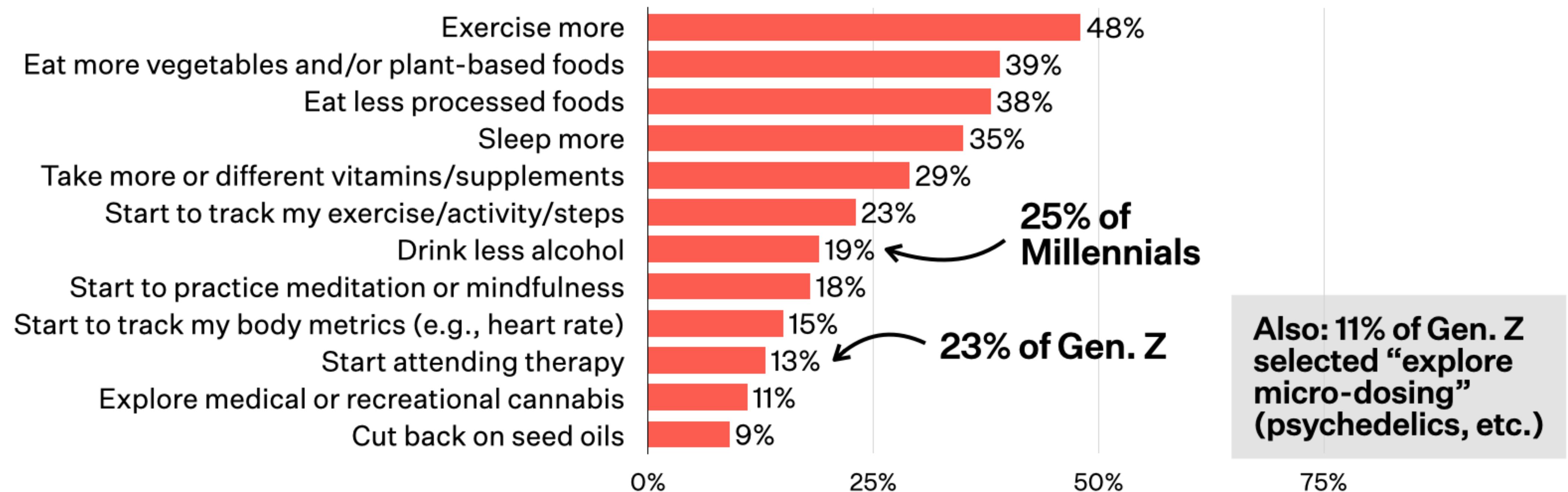
More than 1/3 of Gen. Z and Millennials — especially men — say they're very lonely

Percentage of 'Extremely' and 'very lonely' responses by generation and gender identity: How would you rate your loneliness these days?



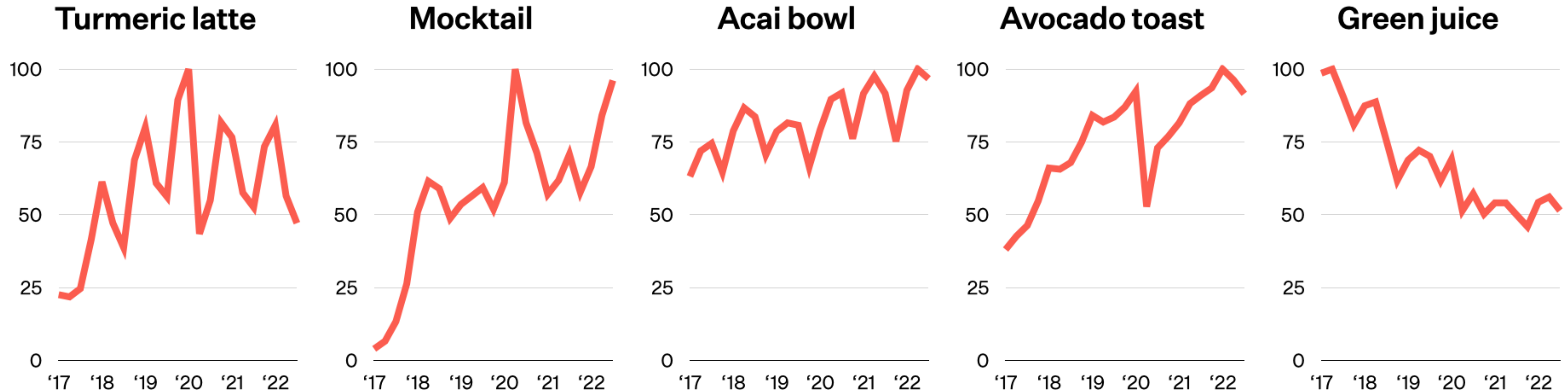
Top priorities: Exercise, diet, and lifestyle changes

Percentage of responses: Which lifestyle changes have you already made or plan to make over the next 12 months?



'Food as medicine' is a key trend we're watching (and investing in)

Purchasing trends of wellness-oriented menu items at merchants that use Square technology



Data: Square. Share of all food and drink transactions at businesses that use Square technology that mention the named product, indexed to 100, where 100 is the maximum for purchases of the named product over the period displayed.

Doctors have had their hands full, but remain influential over consumers' diets

76%

of consumers say that if a doctor were to make nutrition recommendations, they are at least somewhat likely to follow those recommendations.

70%

of consumers say that if a doctor were to recommend a food or beverage brand, they are at least somewhat likely to purchase and eat/drink products from that brand.

Special Thanks:

Natalie Borowski

Arpon Ray

Andrew Ren

Caroline Lippman

Anna Whiteman

Andrew Goletka

Franklin Isacson

toluna*

Earnest Analytics



Access all Consumer Trends reports:

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