

NIQ

Gen Alpha's World

Insights Through the Lens of Beauty

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C360

Built for the Future

Agenda

- 1 *Why Gen Alpha?*
- 2 *What is Gen Alpha telling us?*
- 3 *Hear from the Experts:
Panel Discussion*

Presenters



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VP, Beauty Thought
Leadership, NIQ



**Rachel
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VP, NIQ Consumer
Life



**Maggie
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Sr. Data Insights
Manager, Naterra
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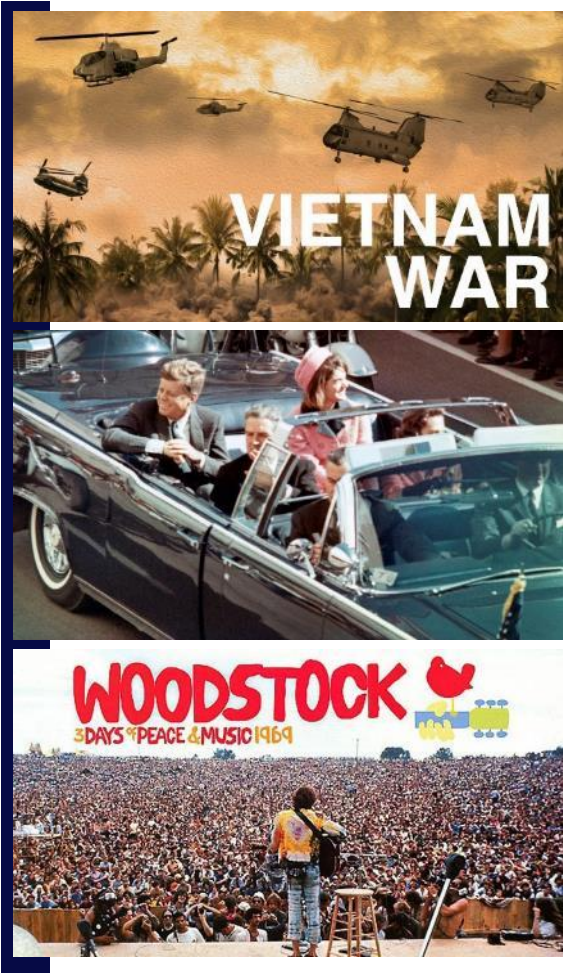
Senior Marketing
Manager, Five Below

Why Gen Alpha?



Generations evolve beyond birth years to formative events and defining qualities

Boomers



Gen X



Millennials



Gen Z



Being young looks very different today

Gen Alpha entering and defining a new reality

% of 12th graders *engaging in adult activities*, 1976-2021



Gen Alpha

Born starting ~2009-2012



Gen Alpha Drives Sales in Beauty and Personal Care

Top Engagement Categories for Gen Alpha

Glamour

False Lashes, hair crimpers, artificial nails



Body Care

Exfoliators/Scrubs, Body Sprays



Skin care

Facial Treatments

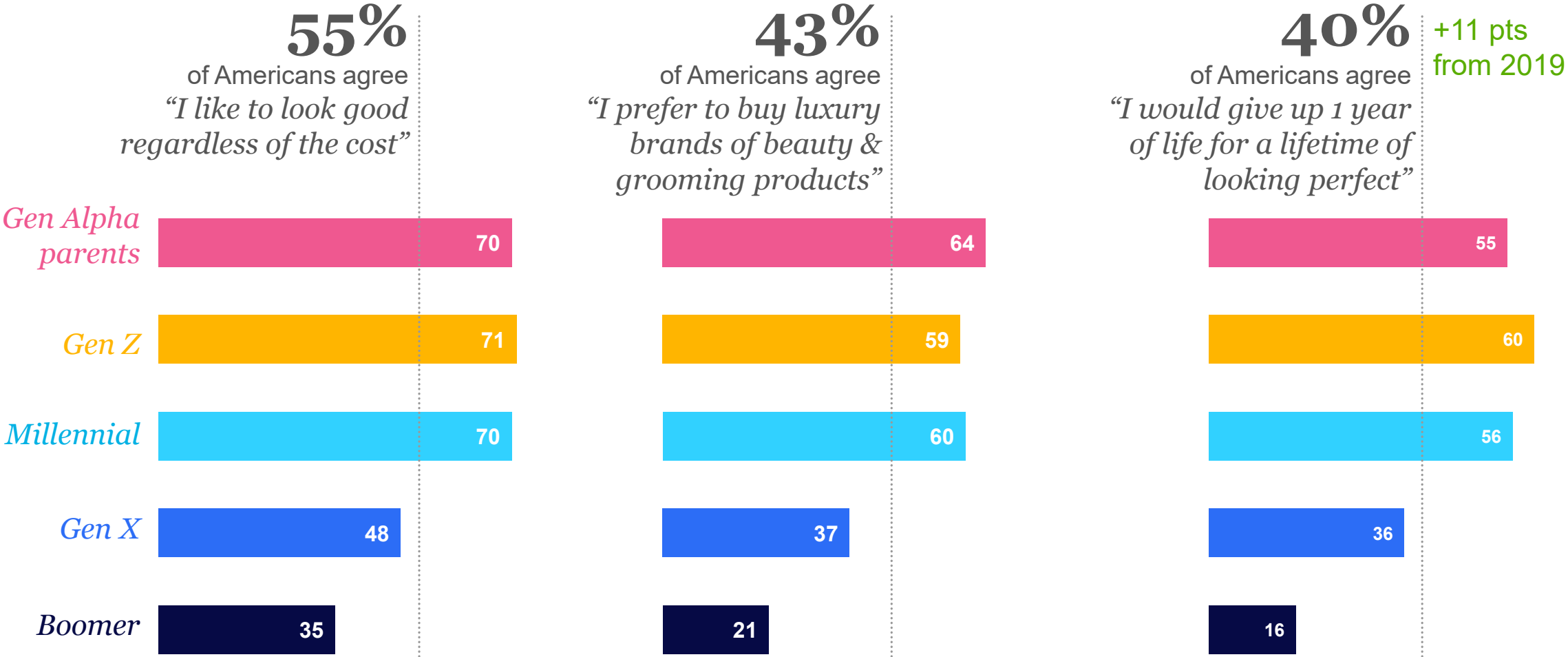


+10.6%

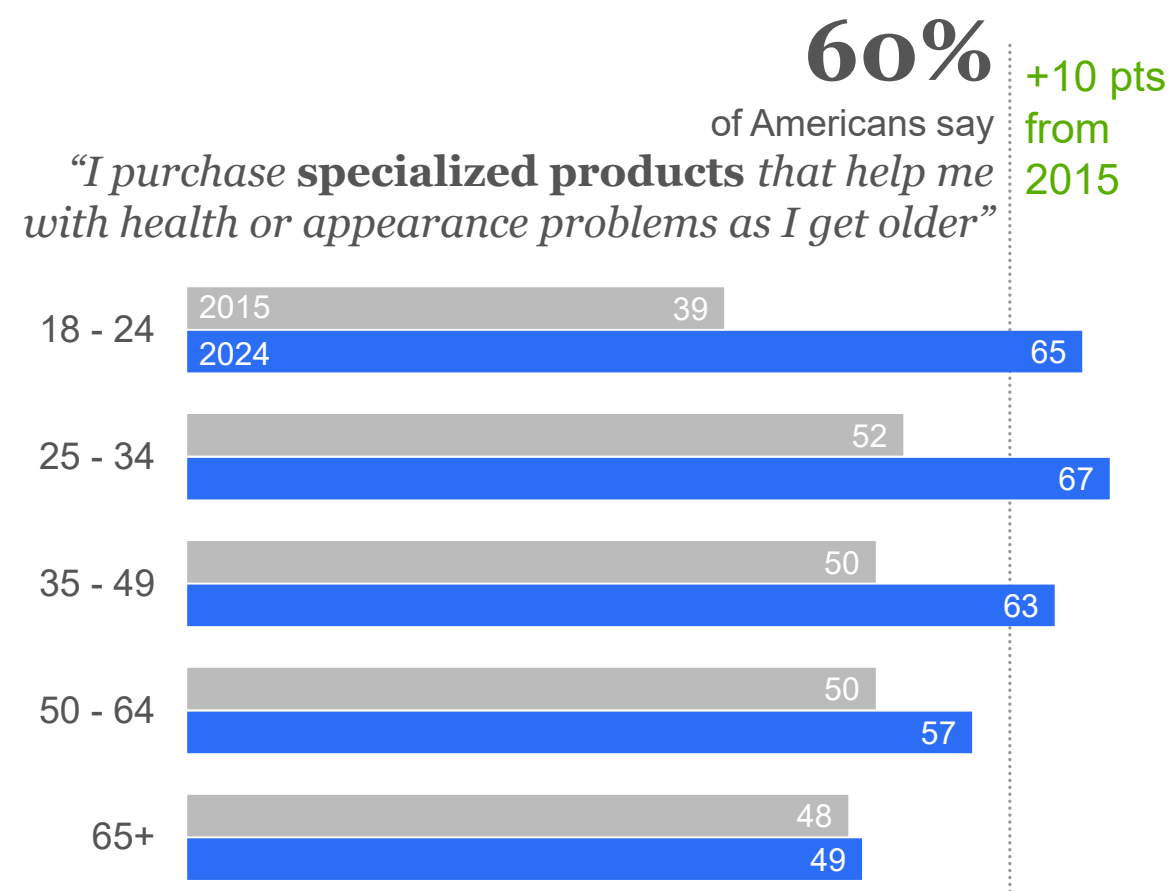
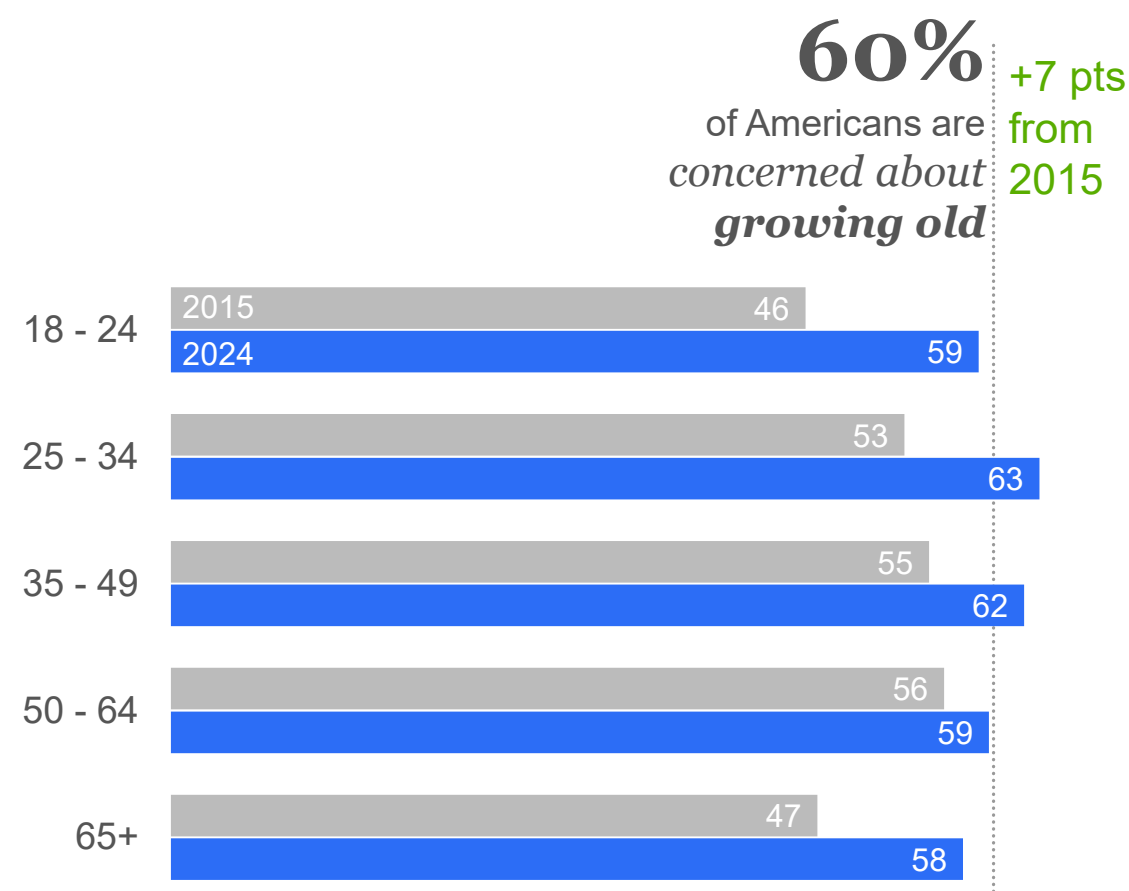
*\$ Sales Growth
Among HHs with
Teens and Tweens*

Source: NielsenIQ Omnishopper Panel Total US Latest 52 Weeks Ending 4/18/2026. Gen Alpha defined as households with kids ages 6-17

Beauty is seen as a worthy investment for young generations & Gen Alpha's parents



Youth more focused on aging than ever before – from rejuvenation to “prejuvenation”

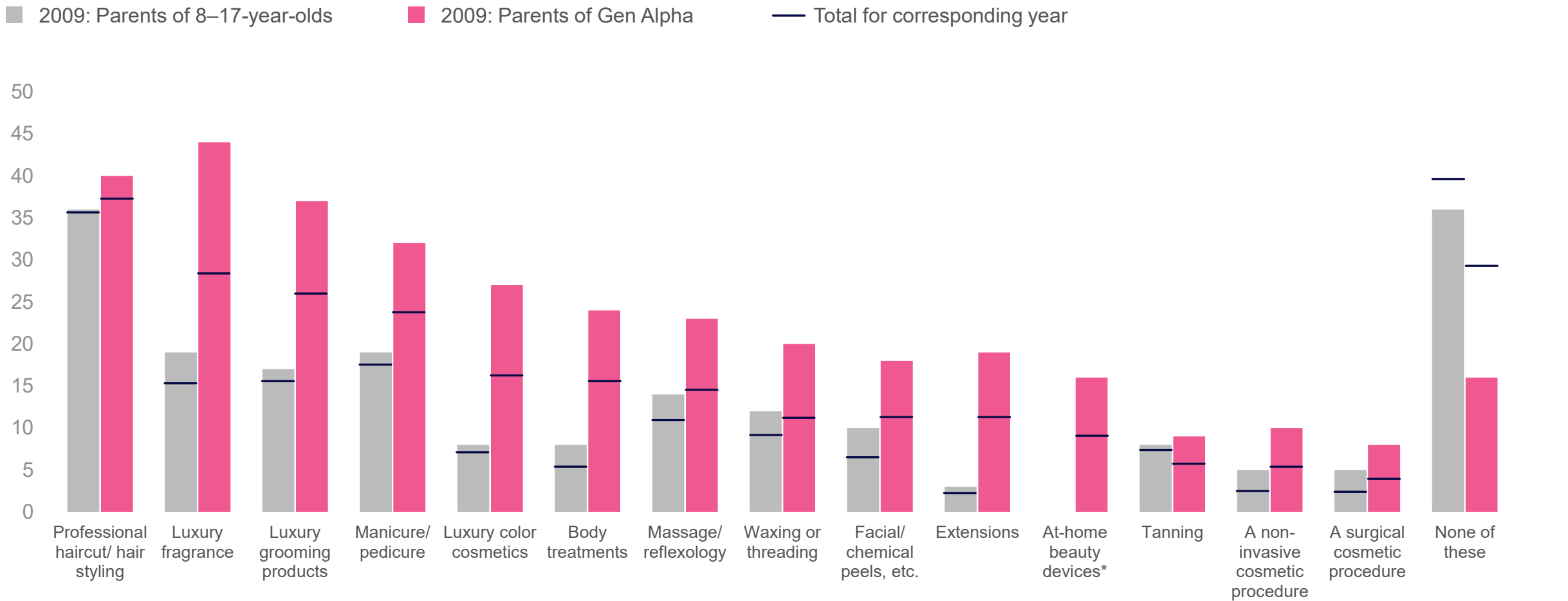


SEPHORA April 2026: Sephora adds clear warnings and staff training to prevent inappropriate skincare marketing to children

In turn, most beauty purchases and treatments are booming as new generations take over

Particularly in households with Gen Alpha consumers

% of Americans who have personally done or bought the following in the last six months



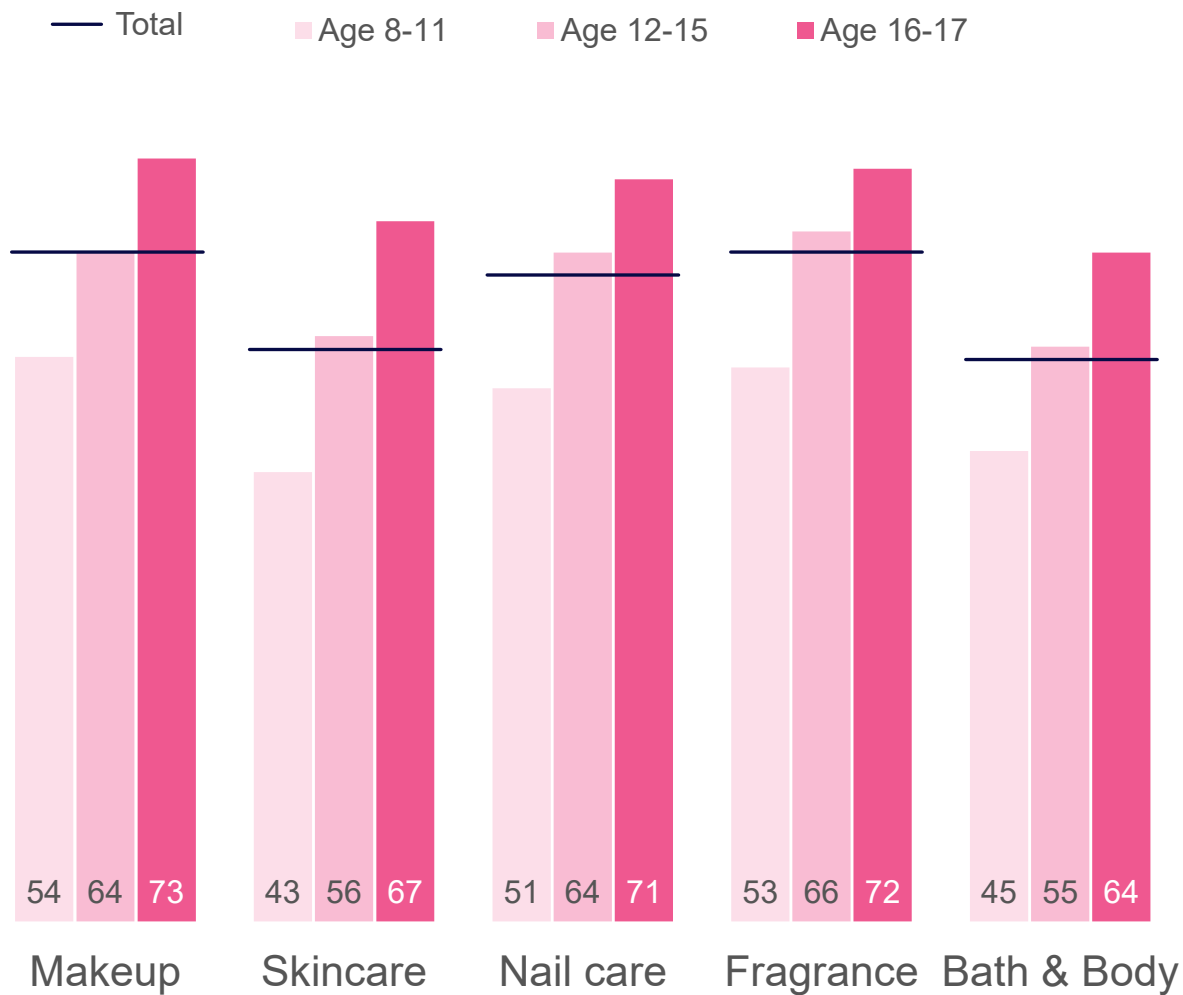
NIQ Consumer Life US 2026 and 2009 G07b

What is Gen Alpha telling us?



Significant agency in their product choices, even at a young age

% of Gen Alpha who ***pick all the products*** they use in each category



Across all categories, most popular payment arrangement is “*sometimes I pay with my own money/gift cards, sometimes someone else pays for them*”

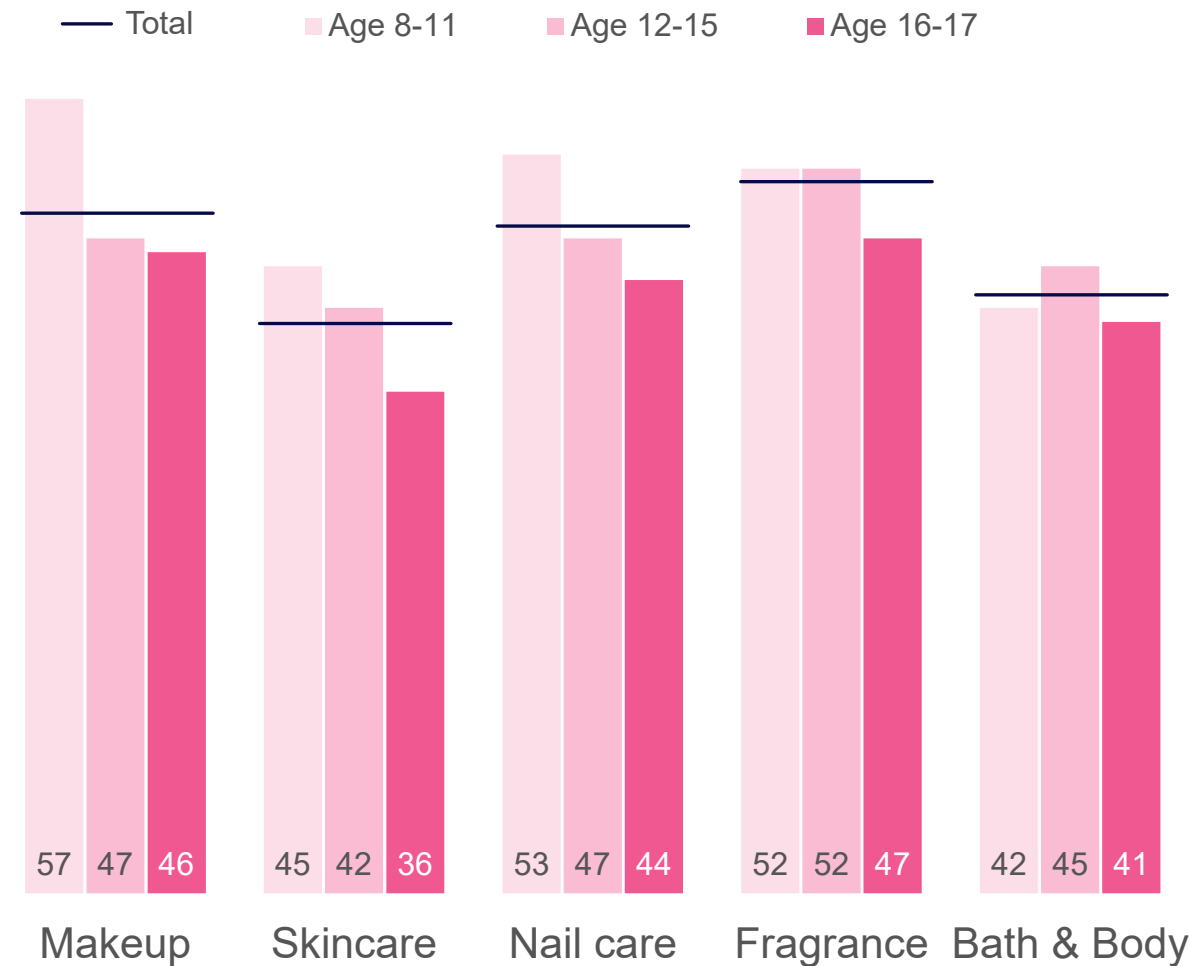
Debit/credit card is the top payment method for all categories



Switching up their product rotations often

This declines somewhat with age

% of Gen Alpha who often/always *try different products* in category



Top 5 important aspects of products:

Product smells good

Product is easy to use

I can afford to buy the product

The product is gentle

The product is trendy



Gen Alpha can be fickle with their favorite brands

Hot Now



Losing Steam

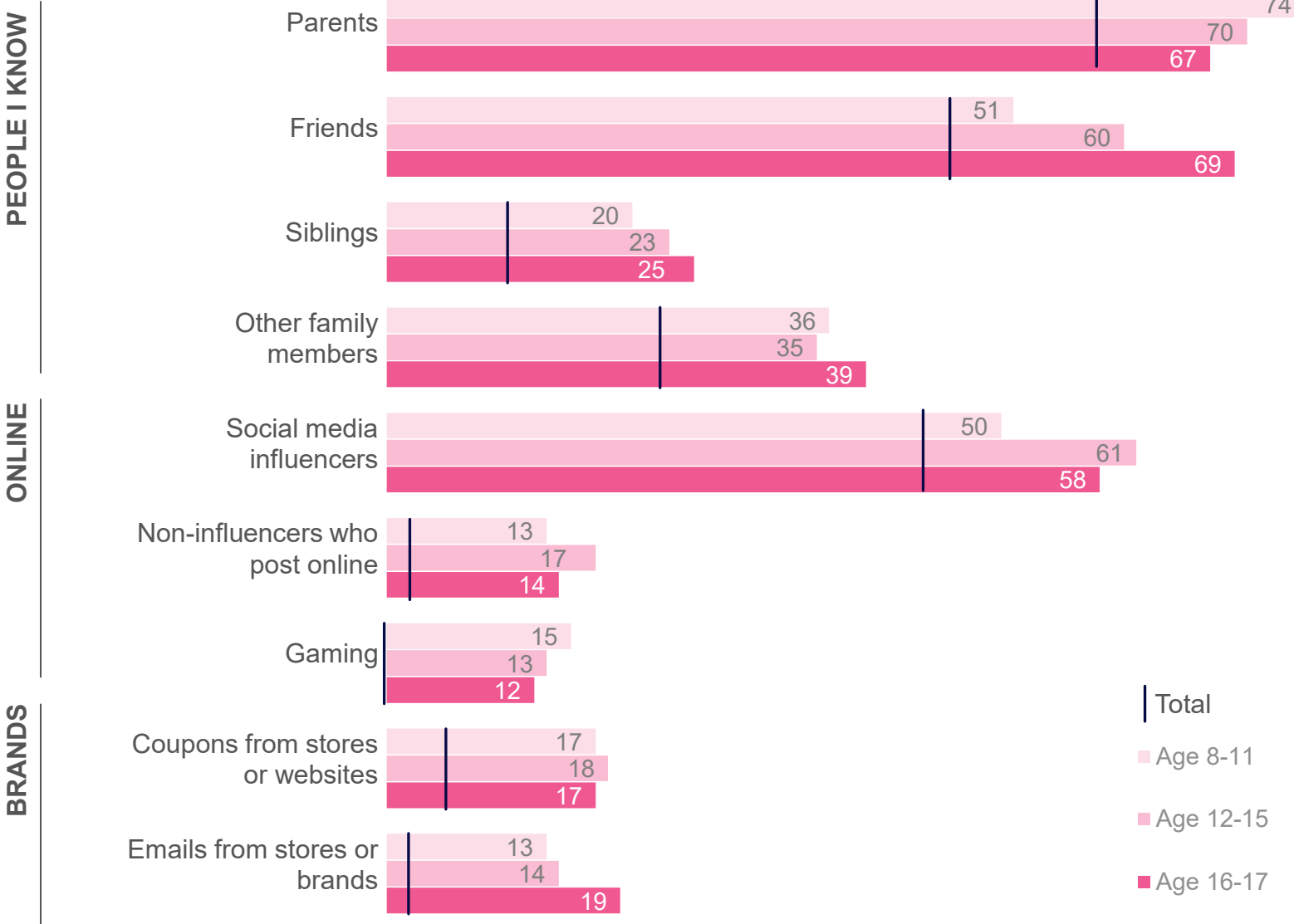


Parents remain a highly trusted resource

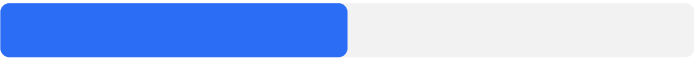
Beyond that, friends are on par with influencers



Sources of beauty influence for Gen Alpha

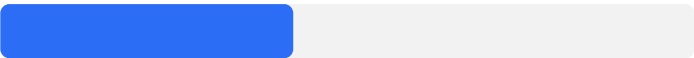


Sharing their beauty expertise through content creation



49%

create content about beauty & personal care

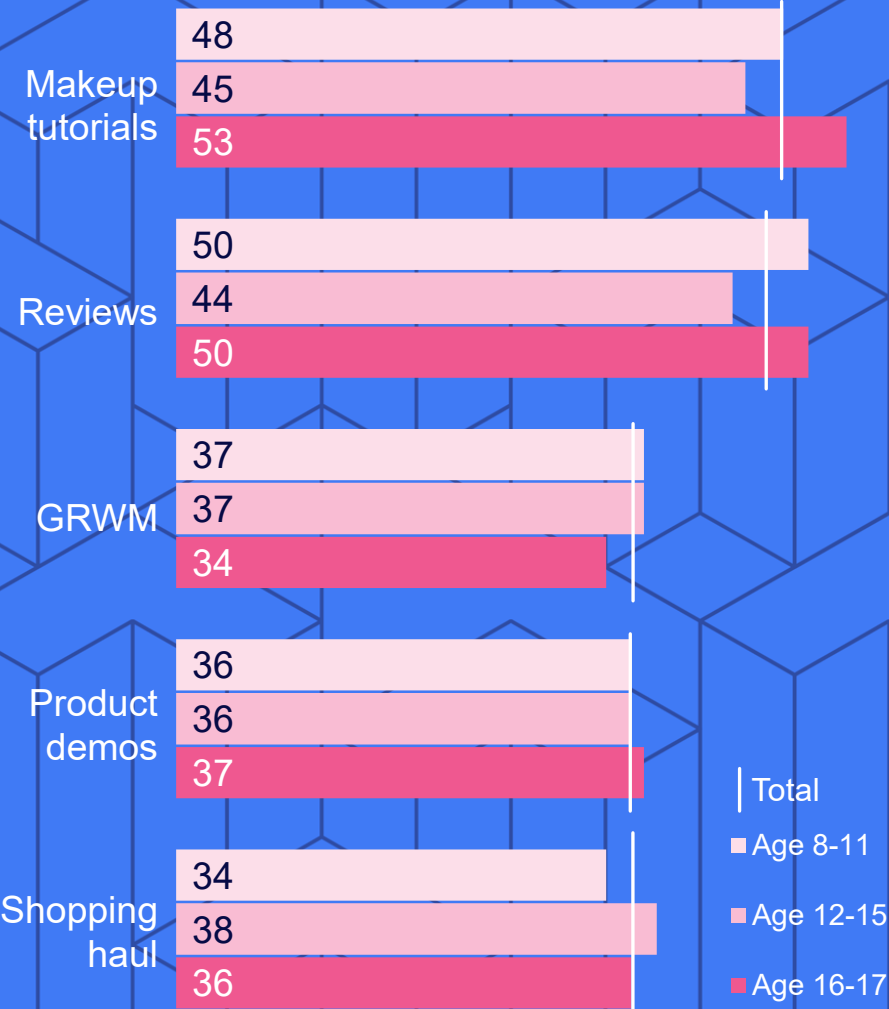


31%

put this content on the internet or social media



Top 5 types of beauty content



Meet the Panelists



**Maggie
Ting**

Sr. Data Insights
Manager, Naterra
International



**Alfredo
Paredes**

Senior Marketing
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Tree Hut: What our Gen Alpha pulse means for the rest of CPG

VALIDATE THE NARRATIVE | *Viral does not equal household penetration*

Tree Hut ranks #6 of 12 in consideration at 27% — ahead of Sol de Janeiro, BYOMA, and Bubble. NIQ's data has the same brands in the “losing steam” column.

For any CPG brand: validate trend narratives against fielded panel data before redirecting strategy or product roadmaps. The TikTok signal is fast and loud; the household signal is slow and quiet. They measure different things.

QUIETER IS WINNING | *Gen Alpha sensory aesthetic is less maximalist than assumed*

Parents choose “fresh and clean” for kids at 52% — vs ~20% for “fun and tropical.” Maximalist gourmand and novelty bakery notes underperform. NIQ's top product attribute is “smells good.”

Across HBC, fragrance, and even adjacent categories: test subtler sensory cues against current Gen Alpha launches. The industry has been pumping out birthday-cake-and-cotton-candy maximalism; the data says parents are pulling toward calm.

EXTEND, DON'T INVENT |

Line extensions beat new sub-brands for Gen Alpha targeting — 3:1

Parents prefer a clearly labeled line extension (“Tree Hut for Tweens”) over a separate sub-brand name (Mini, Sprout, etc.) by 35% to 11% — a three-to-one margin.

For any CPG weighing a kid-targeted launch: borrow equity from your master brand. Don't build a new house from scratch. New brand names are the slower, more expensive path, and the data says the audience doesn't want them.



Five Below: What our Gen Alpha pulse means for the rest of CPG

01 · BEAUTY AS SOCIAL CURRENCY

Beauty has become one of the earliest ways Gen Alpha experiments with identity and belonging. They're not simply buying products—they're participating in trends, expressing aesthetics, creating content, and signaling what's relevant within their peer groups. What stands out is how informed and culturally fluent they already are, using beauty as both self-expression and social connection.

INDUSTRY LESSON

Beauty is no longer just functional or aspirational. For Gen Alpha, products increasingly serve as tools for identity, participation, and cultural relevance.

02 · CATEGORY BOUNDARIES HAVE DISAPPEARED

Gen Alpha doesn't view beauty as a standalone category. Beauty, fashion, wellness, collectibles, entertainment, gaming, and even food all exist within a single cultural ecosystem. This helps explain why products inspired by toys, characters, candy, creators, or digital culture often resonate so strongly—they feel natural to how this generation experiences the world. Examples: Squishmallow fragrances, NYX & M&M blind box.

INDUSTRY LESSON

Future innovation will come from understanding adjacent passions and cultural behaviors, not just trends within your category.

03 · CULTURE MOVES AT THE SPEED OF CONTENT

Gen Alpha's relationship with culture is continuous and creator-driven. Trends emerge, spread, and influence shopping behavior almost instantly through social platforms, entertainment, and peer networks. They're not waiting for brands to define what's next—they're discovering it through creators and bringing those expectations directly into their shopping journey.

INDUSTRY LESSON

Winning with Gen Alpha requires understanding the cultural forces shaping their lives beyond the point of purchase—and responding at the pace those conversations evolve.

Want to learn more about Gen Alpha?
Sign up for our upcoming webinar



Thank You!

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