

# CUREMEDIA<sup>®</sup>

A collection of makeup products, including lipsticks and lip glosses, arranged in glass containers on a gold surface. The products are in various shades of pink, red, and white. Some are in clear glass tubes, while others are in more decorative packaging. The background is a warm, golden-brown color, possibly a metallic surface or a backdrop.

## THE NORDIC INFLUENCER MARKETING REPORT 2024 BEAUTY EDITION

# ABOUT THE REPORT

Understanding and keeping track of Gen Z's beauty consumer behaviors, staying ahead of beauty content trends, analyzing market-specific insights, and monitoring Influencer Marketing trends can feel like a full-time commitment.

We have gathered important insights when you are planning for your marketing strategies 2024.

- 1. Insights in the Nordic Beauty scene**
- 2. Influencer Marketing in the Nordic**
- 3. From Generation Z to Generation Alpha**
- 4. Content insights**
- 5. Market specific insights**



1

INSIGHTS IN THE NORDIC  
BEAUTY SCENE

## THE NORDIC BEAUTY SCENE

Nordic beauty is traditionally known for minimalistic makeup looks and skincare focusing on hydration and nourishment. However, in 2024, there's a notable shift in beauty trends as the Nordic Beauty Scene embraces bold colors and makeup experimentation. This departure from tradition reflects a broader trend toward embracing creativity and individuality in makeup styles worldwide.

The beauty trends for 2024 focus on embracing color and glow after a period of prioritizing natural looks. From bold lashes to lacquered lips and pearl-inspired aesthetics, makeup enthusiasts have an array of options to explore. Key trends include the “Frosty Face makeup” trend, lip liner resurgence, blue makeup-movement, and the return of red lips. Additionally, there's a preference for natural brows and peachy tones. Skin tints and cream products are gaining popularity, offering both coverage and skincare benefits.

One constant in The Nordic Beauty Scene is the influence of social media content from Beauty Influencers not only in the Nordic but also bigger international influencers have an impact on the Nordic Beauty Industry.



## BEAUTY TRENDS 2024

**From the natural Scandinavian look to bold colors:** While N-beauty and Scandinavian beauty emphasizes simplicity, there's a splash of color this year, with bold lipliners, red lipstick and blue mascaras. These colourful trends is combined with a natural glowy base that still emphasizes N-beauty.

**From “Paparazzi Photos” to TikTok-trends:** Consumer behavior and brand strategies are highly influenced by the platform TikTok. Take Hailey Bieber's brand Rhode for example. From paparazzi-photos going viral right before Rhode launched, the brand went viral over night and created the TikTok trends like “strawberry-makeup” and “donut glazed skin” which only led to an even bigger hype.

**AI-improved beauty:** Beauty brands are embracing AI technologies like HautAI's SkinGPT for personalized skincare recommendations. They're also promoting diversity with products like L'Oréal's HAPTA for people with disabilities.



2

INFLUENCER MARKETING IN  
THE NORDIC

# INFLUENCER MARKETING

The market for Influencer Marketing is relatively mature and developed, with operating costs higher than in some Eastern European countries but generally lower than in larger markets like the UK.

The biggest target audience for Influencer Marketing is the generation born into the digital era, Gen Z. In a world dominated by social media, Gen Z looks to influencers for inspiration and guidance. Influencer Marketing isn't just a strategy; it's a lifeline for retailers seeking to connect with this digitally savvy generation.

With many companies aiming to target Gen Z and Millennials, social media and influencer marketing have become strategies to gain exposure and break through the noise in today's marketing landscape. In essence, understanding Gen Z isn't just about demographics; it's about embracing a new era of retail, where authenticity, sustainability, and influencer connections reign supreme.

**6h**

The amount of hours Gen Z spends on social media every day.

**21%** 

The percentage increase of investments in influencer marketing since 2016.

# INFLUENCER MARKETING TRENDS 2024

## Tap into relevant pop culture:

Aligning your influencer marketing campaigns with current pop culture- trends.

## Explore subculture within your target audience:

This allows for more personalized and niche-focused influencer marketing.

## Focus on brand metrics and avoid using discount codes:

Brands are shifting towards tracking broader brand metrics.

## Differentiate your brand & make it memorable in the feed:

This trend highlights the importance of creativity, storytelling, and visual aesthetics.

## Let AI take your campaigns to the next level:

AI-powered tools can help brands maximize the effectiveness of their influencer collaborations.





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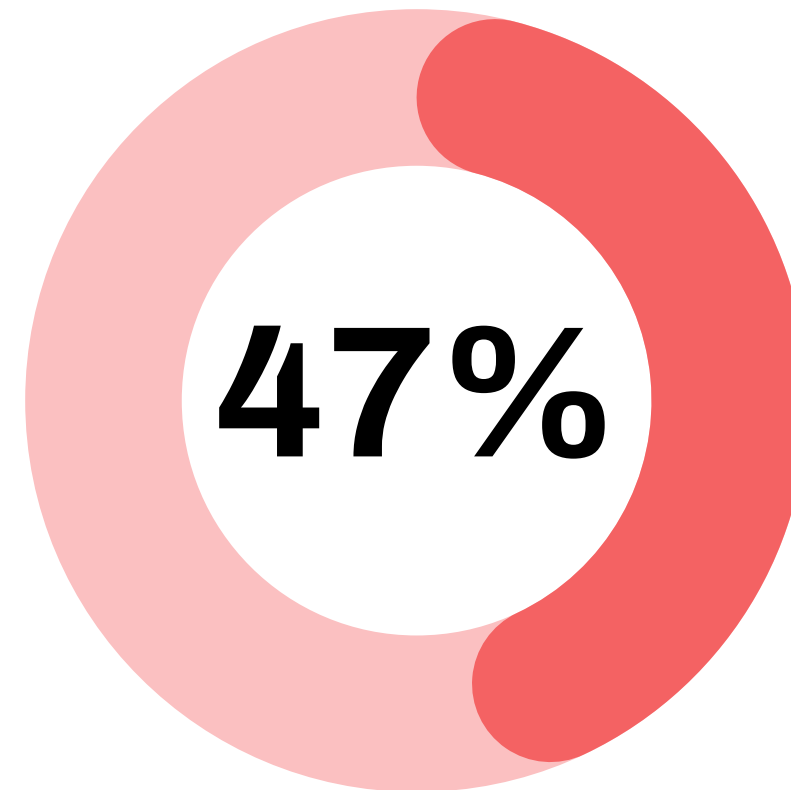
FROM GENERATION Z TO  
GENERATION ALPHA

## HOW DO GEN Z WANT OT BE COMMUNICATED TO?

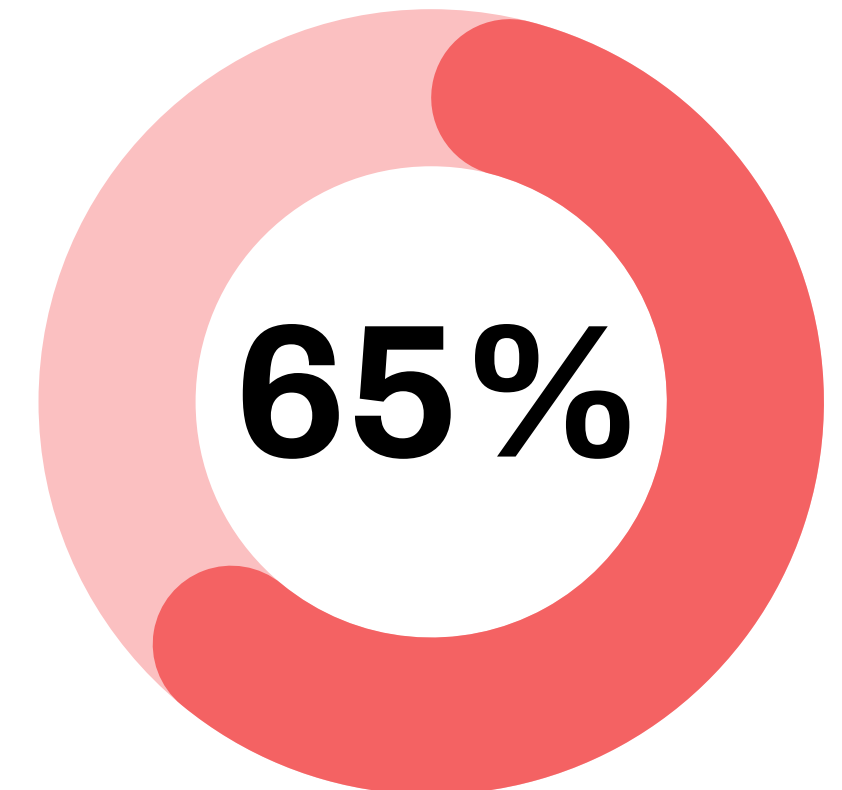
Gen Z trusts and connects with influencers who reflect their values, seeking not only product recommendations but also inspiration and guidance on beauty techniques.

Sweden has the highest percentage of beauty buyers in the Nordic region, and also the highest Gen Z audience on TikTok.

As a response to this, more and more beauty brands are partnering with influencers to produce authentic content. Influencer marketing has become a crucial strategy for reaching this demographic.



Of Gen Z in Sweden buy beauty products online.

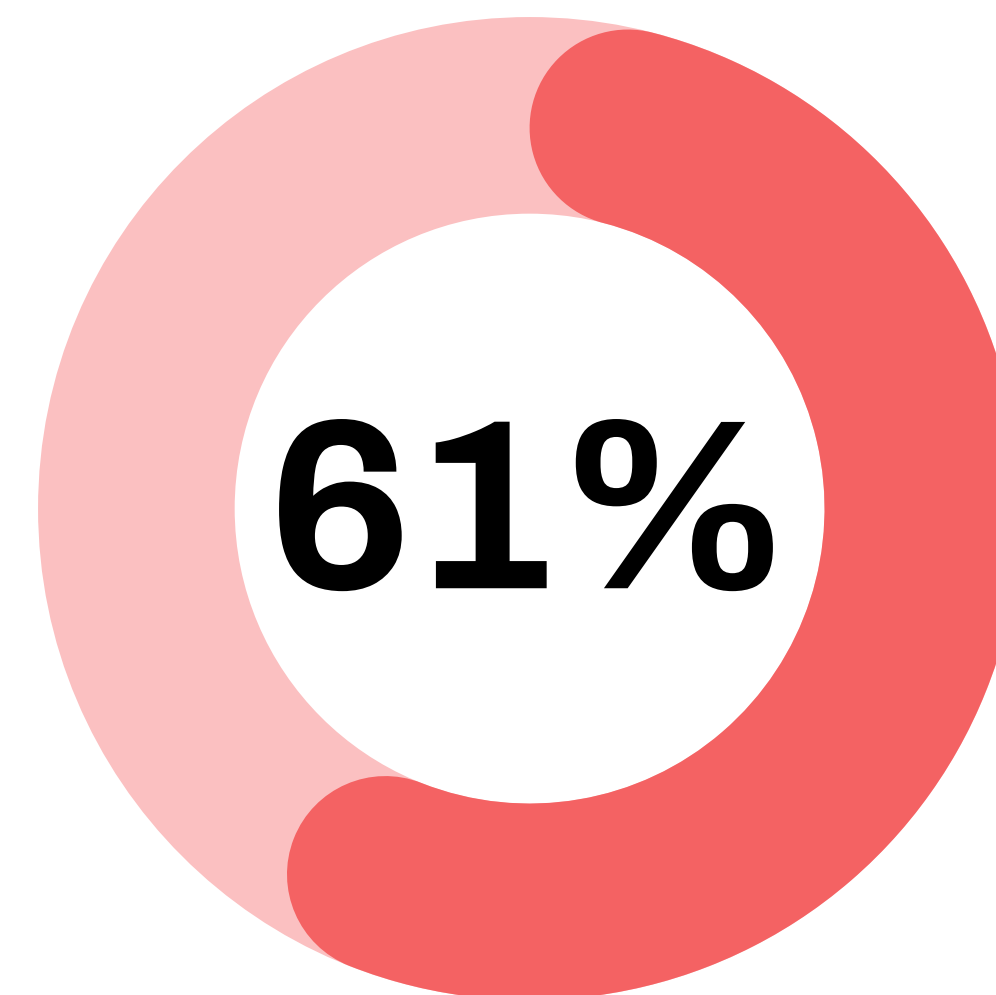


Of Gen Z use TikTok in Sweden.

# GEN Z'S IMPACT ON THE BEAUTY SCENE

Gen Z still dominates the Nordic beauty scene, setting most of the trends on social media. They prioritise individualistic beauty and value experimentation over a singular ideal. In recent years, gender-neutral beauty products and sustainable products have become increasingly important even for the youngest beauty buyers.

As Gen Z graduates from school and starts working, their economic stability and purchasing power are increasing, which has affected the beauty market. Luxury beauty purchases find their way into Gen Z shoppers' carts and those who are not currently in the market for luxury goods may eventually explore more expensive items over time.



of Gen Z buy Luxury Beauty- brands.

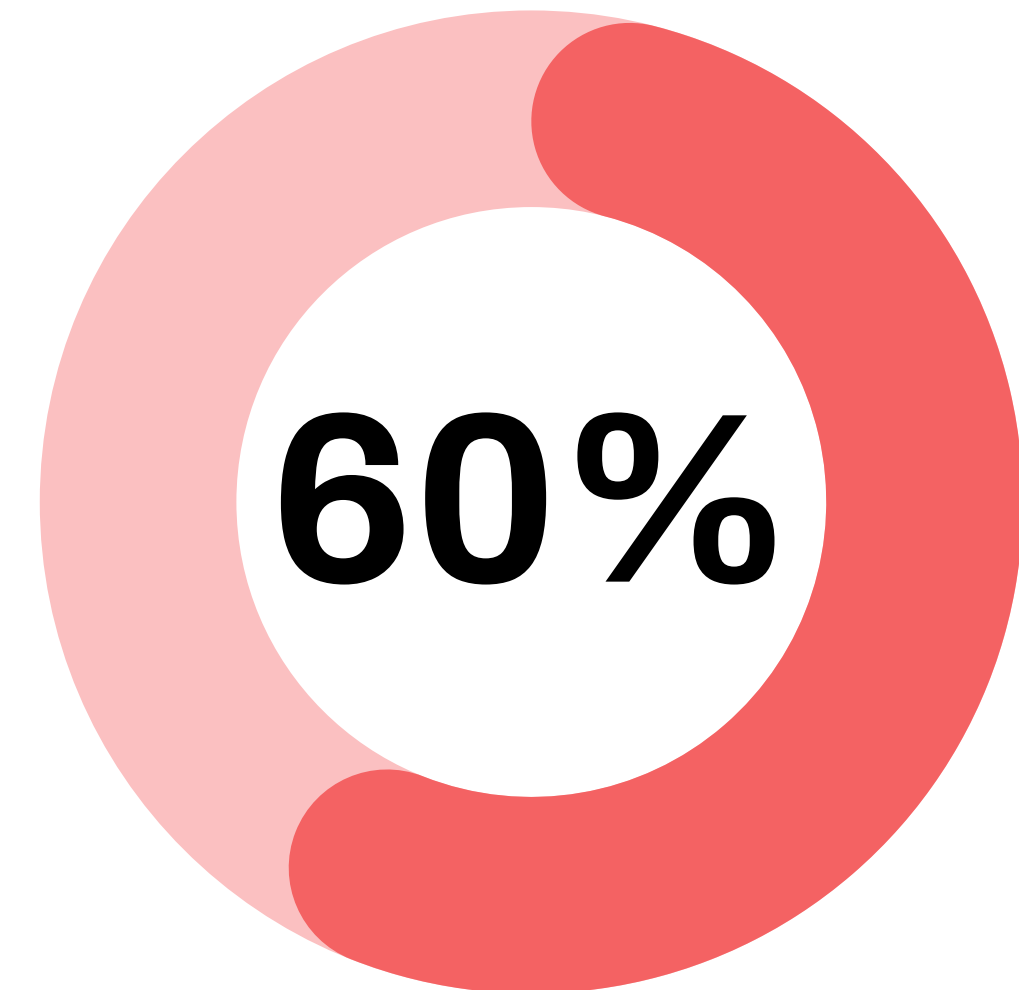
# DO IT RIGHT, AND GEN Z WILL BE LOYAL

A common misbelief is that Gen Z is the least loyal generation. Whilst in fact, they are one of the most loyal. But it takes more to create loyalty today than it used do.

**Create brands that resonates with Gen Z on an emotional level:** Take Selena Gomez and Rare Beauty as an example or Bianca Ingrosso and Caia Cosmetics.

**Keep your brand promise and deliver quality:** Gen Z doesn't pay a premium price just because of a brand reputation. You'll need to deliver.

**Community matters:** This generation cares about being a part of a brand's story. Products needs to have meaning beyond material value.



of Gen Z stays loyal to a brand as long as brands keep their brand promise.

# GEN ALPHA'S IMPACT ON THE BEAUTY SCENE

Brands are starting to prepare to meet future generations wants and needs within the beauty industry. The next generation that we start to see on social media is generation Alpha.

Born between 2012–2024 makes the oldest of generation Alpha teenagers. Preteen influencers like the Kardashians offspring, Penelope Disick and North West, are already setting the next trends within beauty, sharing their routines on TikTok, where videos tagged '#generationalalpha' already has nearly 50 million views.

Even though they lack buying power and are still under age brands need to keep in mind that they still have the power to set trends within the beauty industry.



3

CONTENT INSIGHTS

# THE SECRETS BEHIND WHAT GEN Z EXPECTS FROM INFLUENCERS

**Relevant and educational content:** From encompassing everyday topics like outfits, skincare, and makeup.

**Authenticity and inspiration:** These are highly valued, with a preference for content featuring genuine individuals and humorous elements.

**They prefer TikTok:** Platform-specific tastes vary but most prefer TikTok for its humorous content and Instagram for its aesthetic appeal and social connections.

**No more dull advertising:** There's a clear aversion to dull and irrelevant advertising from brands, along with content that pressures users into signing up for services or subscriptions.

Source: Cure Media, Gen-Z focus group, 2023

**CUREMEDIA**



# OUR INSIGHTS IN WHAT GEN Z EXPECTS FROM BRANDS

**They love following beauty brands:** When it comes to following brands on social media, our research showed that Gen Z likes to follow beauty brands over other brands. This makes it important for beauty brands to keep a high social media presence.

**Creativity, transparency and engaging advertising:** They follow brands like Caia Cosmetics, admired for their creative advertising and storytelling, Estrid, appreciated for their honest and vibrant presentation of skincare products, and Glossier, known for their commitment to brand identity and inclusivity in content creation.

Source: Cure Media, Gen-Z focus group, 2023





# INSTAGRAMS CONTENT INSIGHTS

Instagram recently shared insights on the trending content on their platform. This is the content that is trending 2024:

**Big personalities:** The Instagram audience tends to favor prominent personalities who confidently express their opinions on various topics while actively engaging with their followers.

**Carousel posts with music:** Carousel posts with music involve using a series of images or videos arranged in a slideshow format, accompanied by background music or soundtracks. This trend adds a dynamic and interactive element to social media content.

**Genuine content shot with a phone:** This trend emphasizes authenticity and relatability by capturing content using smartphones rather than professional cameras.



## TIKTOKS CONTENT INSIGHTS

TikTok recently shared insights on the trending content on their platform. This is the content that is trending 2024:

**Skincare tips:** This trending concept on TikTok is a vibrant community where users share advice, product recommendations, and routines to achieve and maintain healthy, glowing skin which has been a trend for a while now.

**Affordable Makeup and makeup comparisons:** TikTok is right now very much revolving around beauty enthusiasts sharing their favorite budget-friendly makeup products. Creators showcasing and analyzing the differences between various beauty products, often from different brands.



## 3 TYPES OF CONTENT

### ASPIRATIONAL

This type of content showcases a desirable lifestyle or achievement that viewers aspire to attain. It often features luxury products, exotic destinations, or glamorous experiences, creating a sense of longing and desire. Brands that create aspirational content are Dior, Lancôme, Yves Saint Laurent, and Chanel.

### INSPIRATIONAL

Inspirational content uplifts and motivates viewers by sharing stories of triumph, perseverance, or personal growth. It aims to evoke positive emotions such as hope and empowerment. Brands like brands like NYX Professional, Makeup Mekka, e.l.f. Cosmetics, and Kicks are good at creating inspirational content.

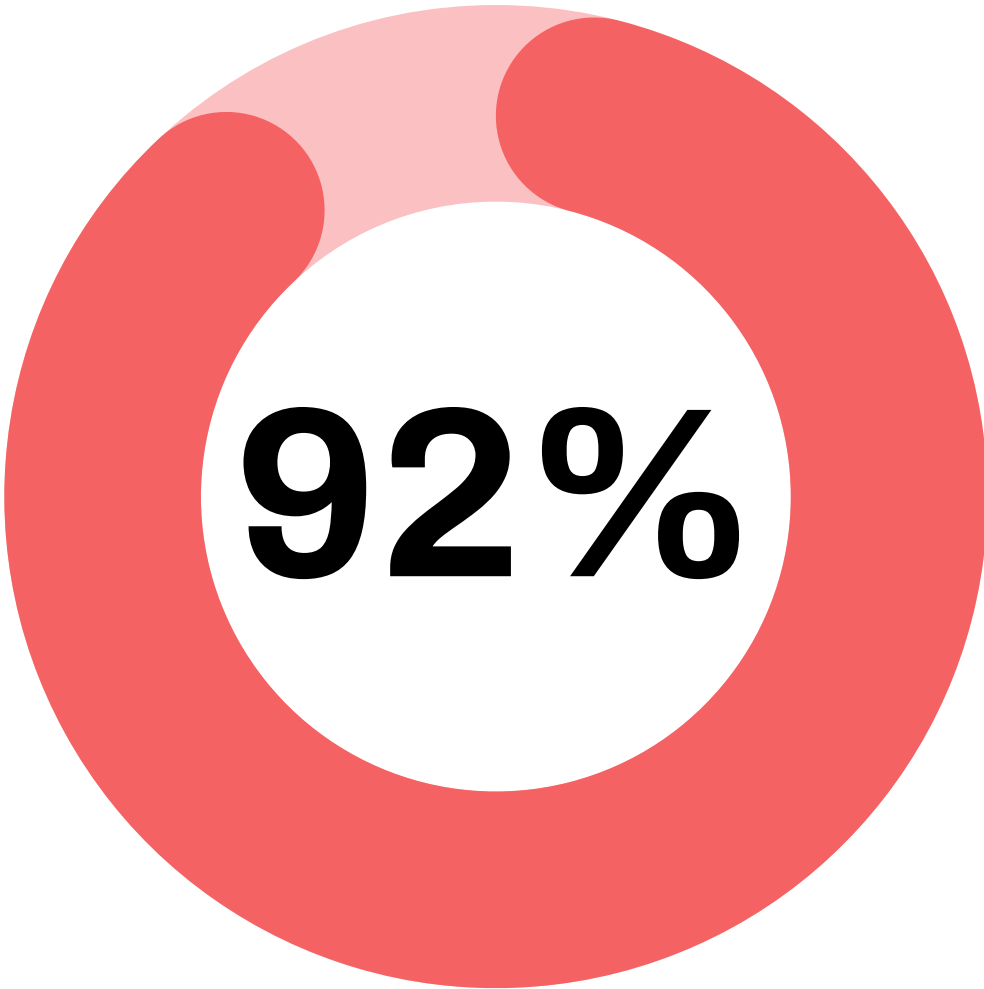
### EDUCATIONAL

Educational content provides valuable information, knowledge, or insights to the audience, aiming to educate and inform rather than entertain. It covers topics, from tutorials and how-to guides to informative articles. This type of content are often presented by brands like La Roche Posay, Cetaphil, and Vichy.

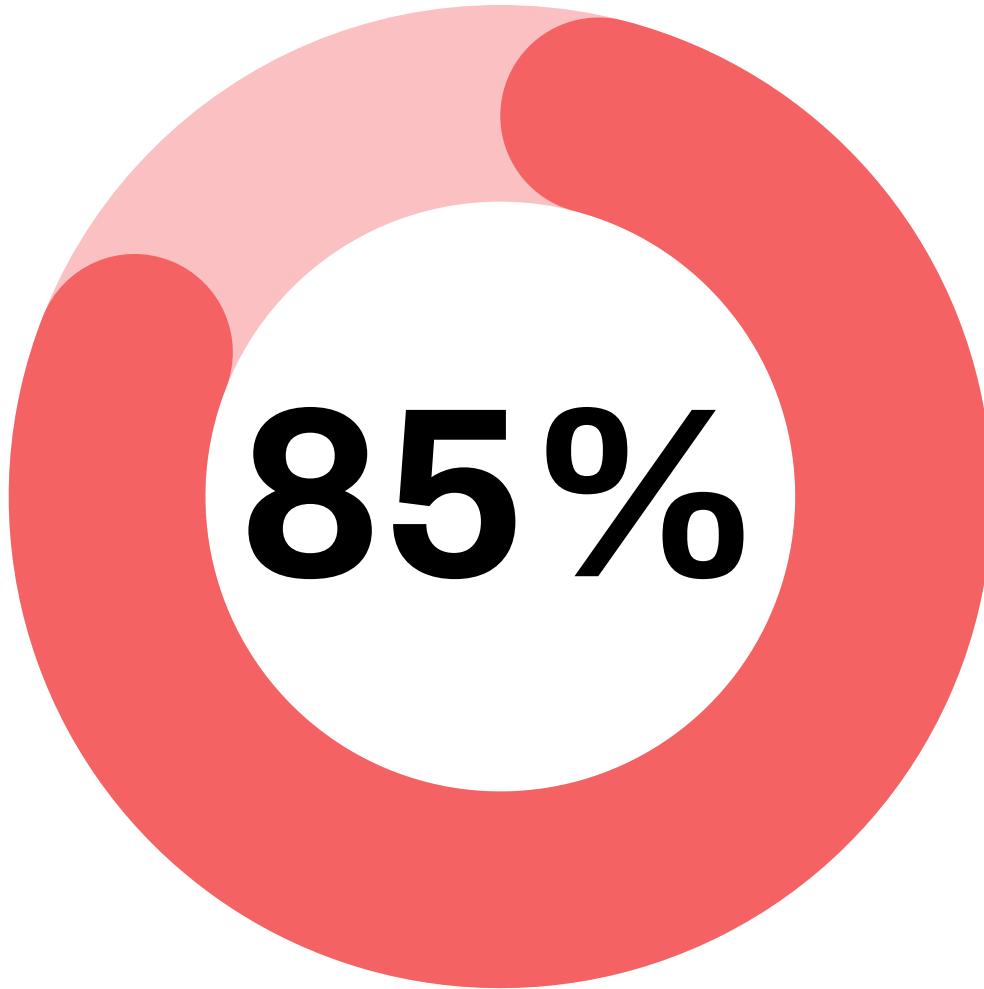
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MARKET SPECIFIC INSIGHTS

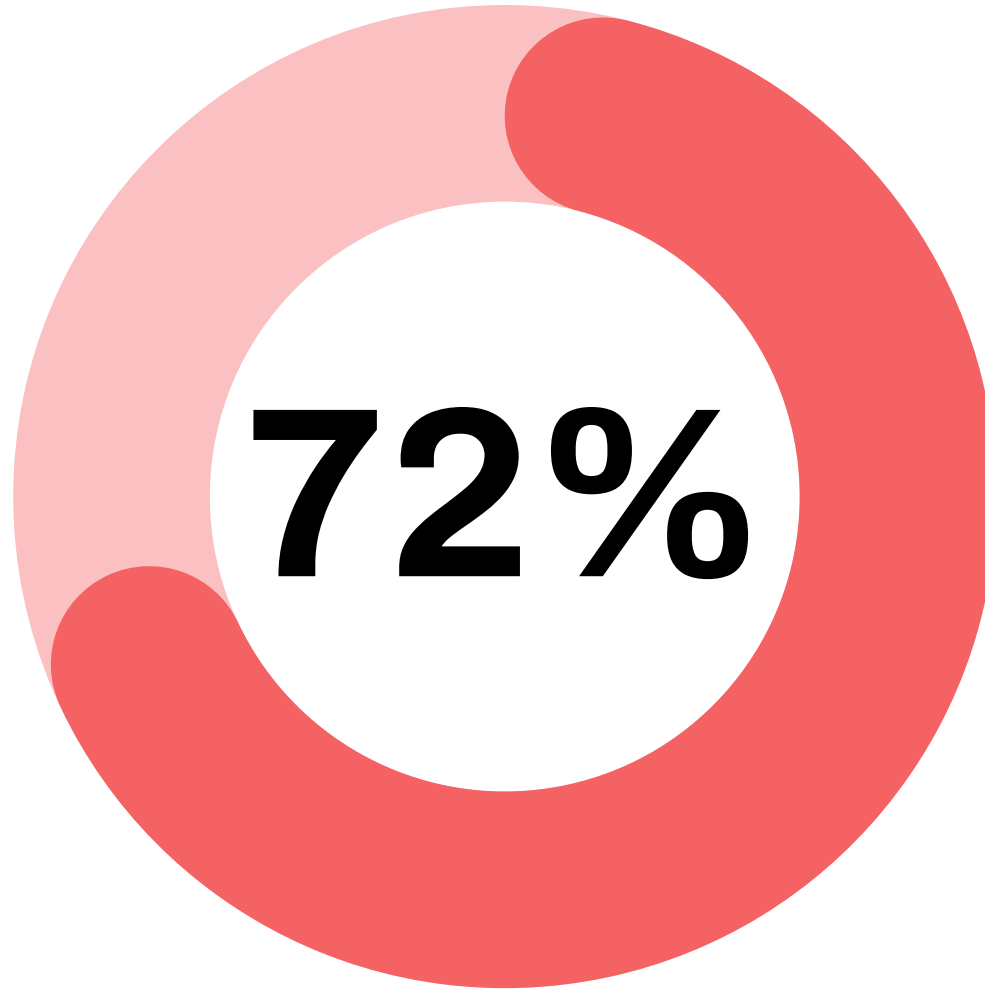
# SOCIAL MEDIA USERS IN THE NORDIC



of the Nordic population use internet.



of the Nordic population that use Internet use social media platforms.



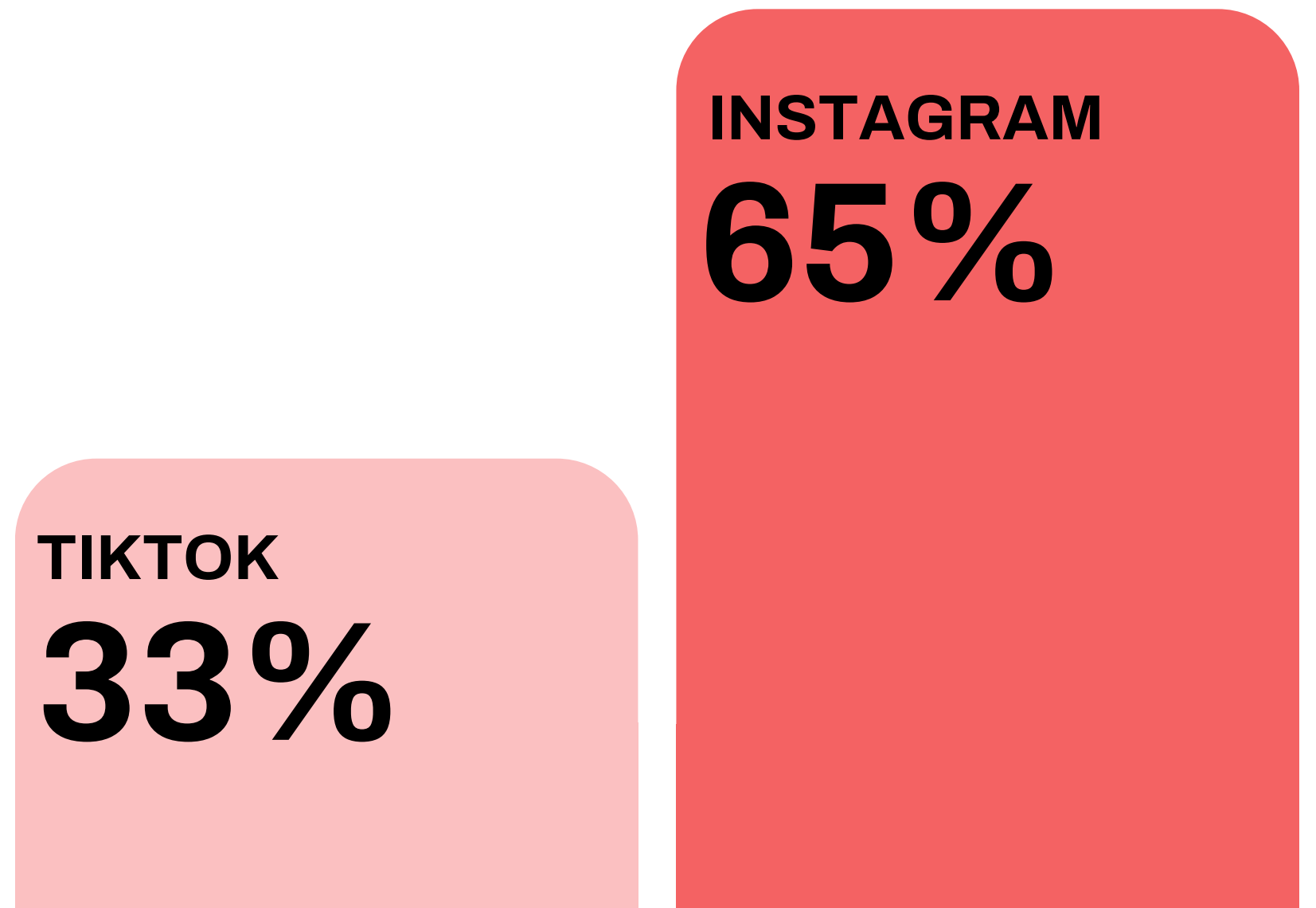
of Gen-Z and Millennials follow influencers on social media.

Sources: [Data Reportal, 2023](#)  
[Hubspot, 2023](#)

# THE BIGGEST SOCIAL MEDIA PLATFORM: SWEDEN

Instagram are still the most used social media platforms in Sweden, between Instagram and Tik Tok. Sweden has the most Gen Z users on TikTok amongst all the Nordic countries.

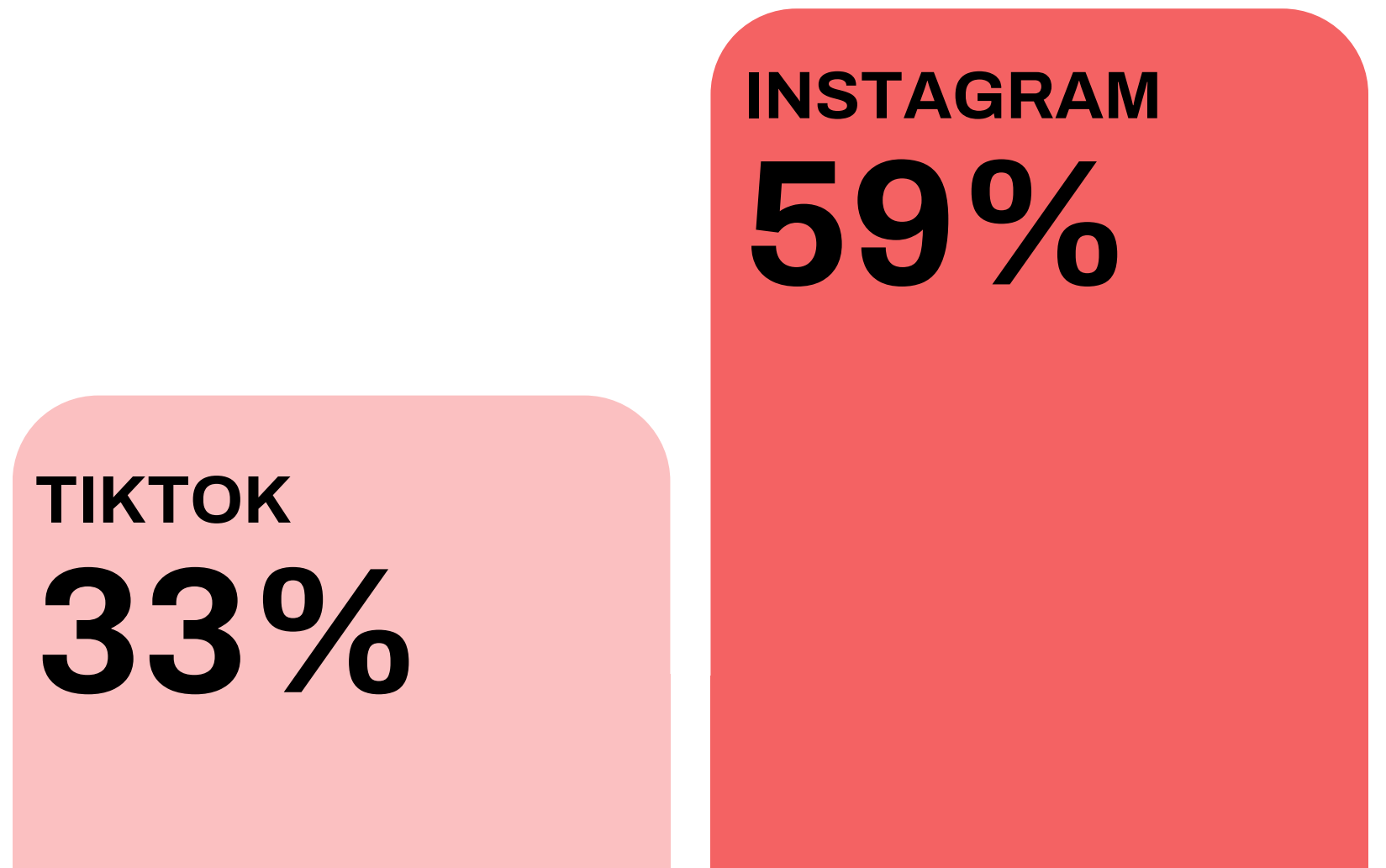
Sources: [Data Reportal Sweden, 2023](#)



# THE BIGGEST SOCIAL MEDIA PLATFORM: NORWAY

The biggest social media platform between Instagram and Tik Tok in Norway is Instagram. Norway and Sweden has the biggest audience on TikTok amongst all the Nordic countries.

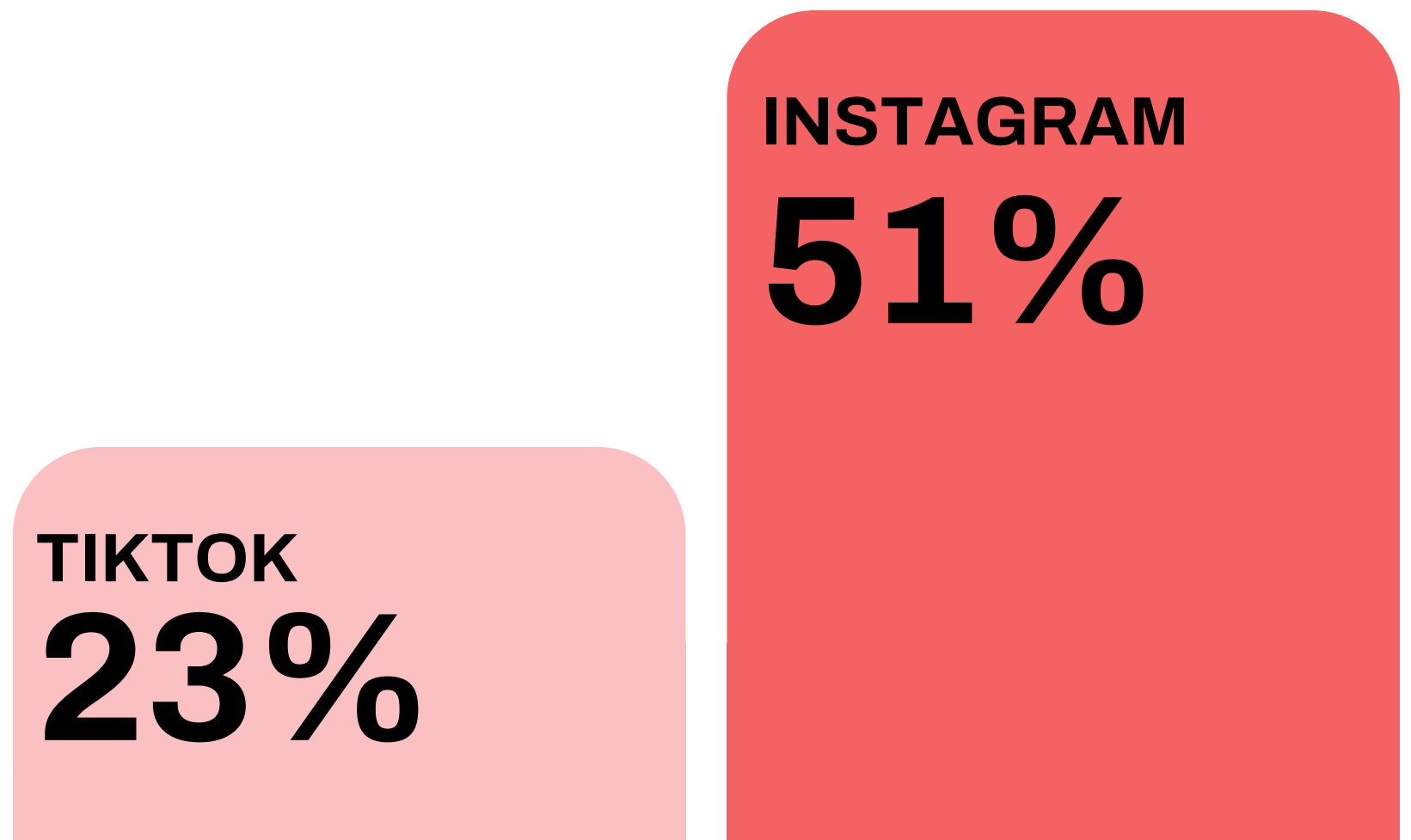
Sources: [Data Reportal Norway, 2023](#)



# THE BIGGEST SOCIAL MEDIA PLATFORM: DENMARK

The biggest social media platform in Denmark across all ages between Instagram and Tik Tok is Instagram. Denmark has the least users on TikTok of all the Nordic countries.

Sources: [Data Reportal Denmark, 2023](#)

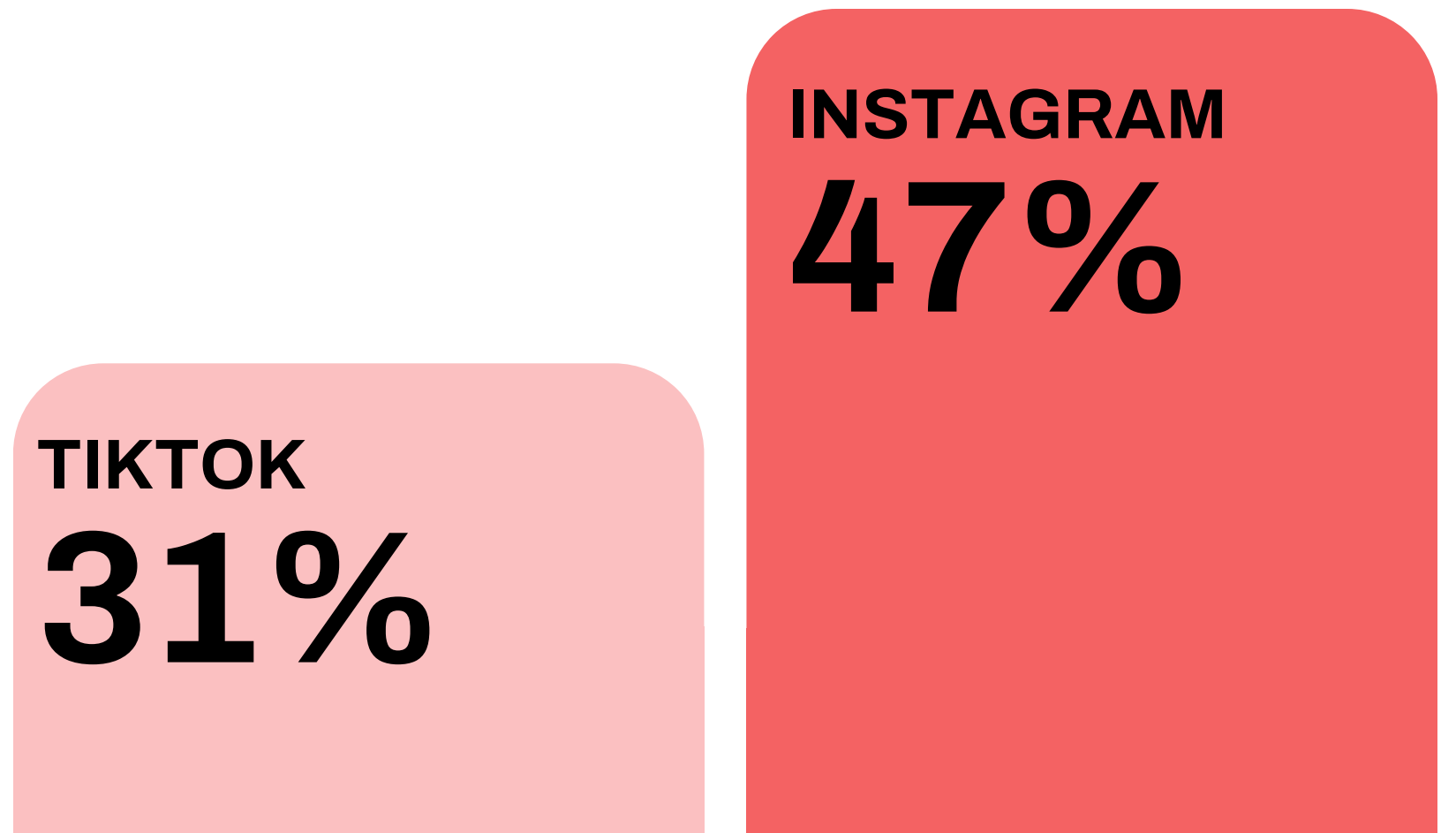




## THE BIGGEST SOCIAL MEDIA PLATFORM: FINLAND

Instagram is the biggest platform in Finland between Tik Tok and Instagram. Just like in the other Nordic countries it is clear that Tik Tok are growing, but are still used mainly by the younger generations.

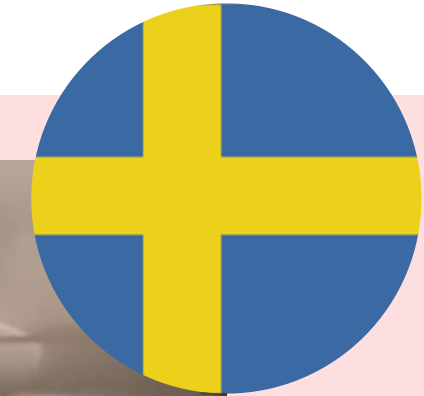
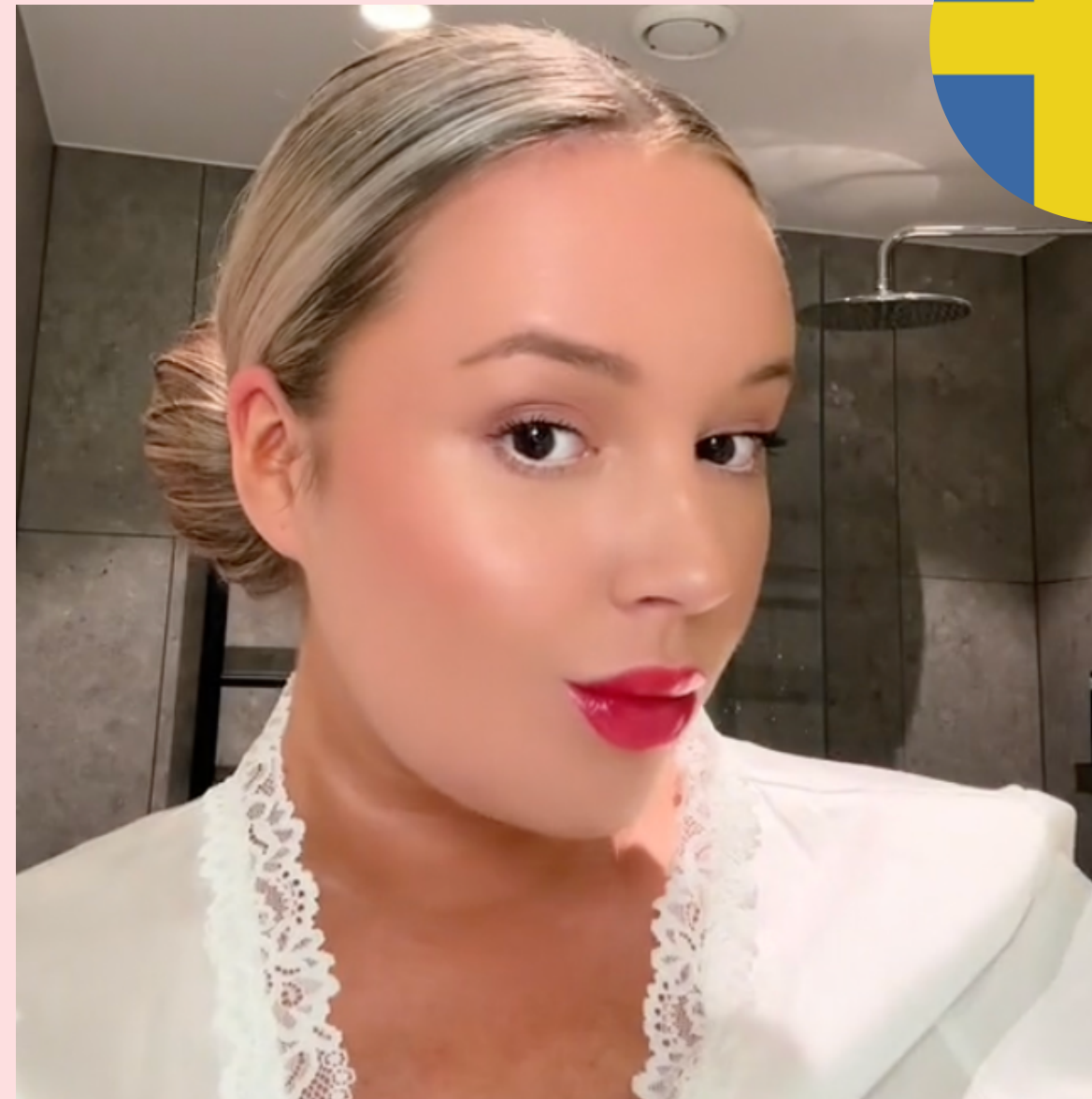
Sources: [Data Reportal Finland, 2023](#)



# CONTENT INSIGHTS, SWEDEN

*“Engaging content is achieved by engaging the followers through asking many questions in the video directed towards the followers. In Sweden the GRWM (Get Ready With Me), storytimes, skincare and beauty tips always resonate! But the most important thing is to build engagement, and that is achieved by listening to what the followers want to see by asking questions.”*

**@GLOWIELLA**  
BEAUTY & SKINCARE  
INFLUENCER, SWEDEN



## CONTENT INSIGHTS, NORWAY



*“Advertisements made more casual receive more engagement. I notice that when I make my advertisement "prettier" or more "aesthetic," it receives less engagement and views. When I make it a bit more spontaneous, it often gets more views. Casual videos do not evoke the same advertisement feeling. I believe the key is to make the collaborations blend in as much as possible with the regular content one creates.”*

**@JENFORFANG**  
BEAUTY & SKINCARE  
INFLUENCER, NORWAY



# CONTENT INSIGHTS, DENMARK



*“I primarily use the platform TikTok for sharing beauty content which works well for me in Denmark. Otherwise my main advice would be: I always try and create authentic content towards my followers and only recommend or promote products that I would use myself.”*

**@FLAMEFAIR**  
FASHION & BEAUTY  
INFLUENCER, DENMARK



## CONTENT INSIGHTS, FINLAND



*“The best beauty-content in Finland right now, that gives the best engagement-rate and views are GRWM (Get Ready With Me) videos and shorter aesthetic makeup videos. For Instagram videos that get the most views are around 7–15 seconds long. Otherwise makeup-tutorials that are longer also work good on the Finish market, and the viewrate often get very high on that kind of content as well.”*

**@PAPERPLANESSJ**  
FASHION & BEAUTY  
INFLUENCER, FINLAND



## WORDS FROM THE AUTHOR

In 2024, the Nordic Beauty Scene takes a bold leap, ditching minimalism for a splash of creativity and color, from the clean girl aesthetic to the mob wife look. Thanks to influencers on TikTok and beyond, we're seeing a blend of vibrant flair with classic simplicity, steering the industry towards exciting new directions. Personalized skincare gets a boost from AI, like HautAI's SkinGPT, while inclusivity shines through innovative products, such as L'Oréal's HAPTA.

This evolution reflects a growing desire for authenticity and self-expression, particularly among Gen Z and the up-and-coming Gen Alpha. Through this report, we've unpacked these shifts, hoping to shed light on the dynamic future of beauty. I hope you enjoyed this journey through the latest trends and insights, and here's to exploring what the beauty world has in store together.

*julia x*



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## ABOUT CURE MEDIA

Cure Media is a **data-driven influencer marketing** agency that utilizes **tech-enabled solutions** and the **power of people to drive results**. Since its inception in 2014, Cure Media has been at the forefront of running thousands of influencer activations tailored specifically for beauty, fashion and lifestyle brands.

Our approach is deeply rooted in data-driven strategies, leveraging technology to optimize influencer marketing campaigns. We have an award-winning tech and prioritize measurable results, helping brands achieve their objectives whether it's entering new markets, increasing returns, or managing campaign outputs effectively.

Cure Media's methodology involves a combination of always-on tactics, data-driven decision-making, and a focus on micro-influencers to deliver impactful results. Their commitment to quantifiable success sets them apart, earning trust from top fashion, beauty and lifestyle marketers who have experienced the efficacy of the Cure Media approach firsthand.





## GLOBAL INFLUENCER MARKETING AWARD 2023

- 3rd Best Platform globally
- Finalist Best Large Agency globally

## GASELL COMPANY 2019-2023 BY DAGENS INDUSTRI



## AGENCY OF THE YEAR 2022

## TOP INFLUENCER MARKETING COMPANY 2018-2022 BY BUSINESS OF APPS UK



## META & TIKTOK PARTNER