Study of Beauty and Makeup Trends for Indian Millennials amidst the COVID-19 Pandemic

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Abstract

The COVID-19 pandemic has shifted the focus from outdoors to indoors with work-from-home norms and online services becoming the 'new normal'. This has also ushered in trends such as DIY home remedies, grooming services at home, conscious consumerism, 'skinmalism', and inclusive beauty. As the largest demographic segment, millennials are the flag bearers of these new trends. This study was conducted during the pandemic to spot emerging trends in the beauty and makeup segment and to understand the shift in buying preferences amongst 165 Indian millennials. The outcomes indicated an increased consciousness among this generational cohort who are demanding transparency in services and merchandise such as organic, cruelty-free, and non-toxic beauty and makeup products. The concept of inclusive beauty has also paved the way for gender-neutral beauty and personal care products. The rising trend of skinmalism is seeing millennials choose a minimalistic approach to skin care routines and appreciating skin positivity. The social media has also played a dominant role in setting trends like minimal makeup and no-makeup looks. There has been a surge in home remedies, DIY skincare and haircare routines. Increased concerns about safety and hygiene during the pandemic have replaced monthly salon visits with home services. There has also been a shift in shopping patterns from in-store to online shopping towards skincare to personal hygiene products, with a maximum increase in wellness products. With consumers transitioning from retail to e-commerce, the beauty and personal care sector has also significantly expanded in the last two years of the pandemic from physical stores to e-commerce. Questions regarding the likelihood of continuing minimalism as the new makeup trend, or shifts from salon visits to home-based salon services as a dominant zeitgeist even in the post-pandemic period, or the influence of Indian millennials on other generational cohorts to follow the trend of rising consciousness of inclusive beauty, are likely to determine future research directions.

Keywords: Indian millennial, pandemic trends, consumer preferences, cosmetics, skincare products

Introduction

Economic optimism encapsulated in the demographic dividend of aware, well-travelled, and more connected Indians led to the entry of international beauty players into the Indian cosmetic market. International brands have been offering global products and services aligned to match the preferences of the Indian cosmetic industry. While Laboratories Garnier, a subsidiary of French giant L'Oréal SA launched its shampoos in 1992, Revlon was the first international cosmetics brand to enter India in 1995. Estée Lauder, Avon, Burberry, Calvin Klein, Body Shop, Christian Dior, Max Factor, Max Mara, Maybelline are some of the other brands which have a strong presence in India. A report by the Ministry of Economy and Industry and Consulate General of Israel, Mumbai (n.d.) mentions international conglomerates such as Procter & Gamble, Johnson & Johnson (India), Reckitt Benckiser (India) as well as domestic conglomerates Godrej Consumer Products, Wipro Consumer Care & Lighting, Dabur India, Marico, Emami, and Patanjali Ayurved as prominent players in the Indian cosmetic market.

The national lockdown announced in March 2020 due to COVID-19 led to a widespread disruption for all businesses, even compelling some of them to shut down. The beauty industry comprising skincare, cosmetics, haircare, fragrances, and personal care was also adversely affected by the crisis with weak sales and widespread store closures. Though this was a severe setback for the beauty and makeup industry, it exhibited resilience in recording annual growth in the global beauty and personal care market at a compound rate of 4.75 percent from USD 483 billion in 2020 to USD 511 billion in 2021 and estimated to reach USD 716 billion by 2025 and USD 784.6 billion by 2027 (Roberts, 2021). The Asia Pacific region and North America recorded the highest consumption of 60 percent by 2021 (Globe Newswire, 2021). Rising disposable incomes leading to an increase in purchasing power, the Indian cosmetics and beauty products segment valued at USD 13.19 billion in FY20 is anticipated to grow at a CAGR of 16.39 percent to reach USD 28.98 billion by FY26 (Research & Markets, 2021). According to the IMARC report (2020), India's beauty and personal care sector estimated at USD 26.1 billion in 2020 is projected to grow at a CAGR of 9.6 percent by 2021-2026. Another report by Avendus states that India's online personal care and beauty market is expected to reach USD 4.4 billion by 2025 (Mishra, 2021). India's beauty and personal care have been the fastest growing sector in e-commerce with a recorded increase of more than 30 percent in 2020-21. During the first lockdown, L'Oréal India recorded an 18 percent increase in online purchases of personal care or beauty products among first time consumers (ibid.). Online beauty platform, Purplle.com recorded a three-fold increase in sales during Diwali with 70 percent orders from tier 2 and tier 3 cities (Bansal, 2020). In March 2021, Myntra's revenues reported an increase of 170 percent in just six months (Ranipeta, 2021).

The lockdown had an unprecedented effect on domestic life necessitating enforced lifestyle changes within the family with the trauma of retrenchment and anxiety of contracting coronavirus on one hand and more time for self-care, on the other. Situations of work-from-home, online classes, social distancing, and compulsory masks translated into the lack of in-person interactions. This also transformed online purchasing preferences with significant increase in e-commerce over sales in physical stores. In particular, there were also significant changes in the sales of specific make-up items and perfumes. The cosmetics segment faced a steep decline as there were fewer reasons for consumer interest in wearing makeup while skincare as beauty's biggest category, reaped gains as consumers prioritized wellness and self-care. Amazon India reported that the lips category as the largest make-up segment has been the slowest to recover to pre- COVID-19 levels, whereas eye make-up including kajal, eyeliner, and mascara have seen the highest annual increase (Chandna, 2020). A similar upsurge in the sales of eye make-up and nail art as contrasted with the lips segment was reported by beauty e-commerce giant Nykaa (ibid.).

The Indian millennial

According to the Pew Research Center (2019) the erstwhile Gen Y widely referred to as millennials, is the world's largest adult cohort and the most aspirational generation, that is concerned about a wide range of issues ranging from #Metoo[1], #BLM[2], environmental degradation, climate change, fair trade to organic products and demand social change and accountability. The Indian millennial population comprising 34 percent (440 million) of the total population is the largest segment of the workforce with significant disposable income. The median age in India is 28.4 years, which makes it one of the youngest major nations in the world (Sharma, 2021). Having grown up with the internet, they have a strong inclination towards digital technology. They are highly influenced by social media platforms that are 'the heartbeat of marketing to millennials' (Ehlers, 2017). The spectrum of Indian brands has high association with this consumer segment for its considerable influence over the market. The study by

Hassan, et al. (2021) highlights the role of the social media in influencing young female millennials' choices of cosmetic brands.

Purchasing patterns of beauty and wellness products among millennials

Shift in buying preferences

The initial stockpiling behavior seen at the onset of the pandemic dissipated gradually as supply chains responded to the increased demand. Altered consumerism patterns were seen in terms of reduced spending on clothes and social entertainment, and increased expenditure on food, wellness, and health by millennials and Gen Z (Desai, 2021). As millennials value physical and emotional well-being, their health-consciousness has resulted in a rapid shift toward healthy organic options (ibid.). The Deloitte Global 2021 millennial and Gen Z survey report indicates rising concerns about health and the environment among millennials. Around 28 percent of millennials are concerned about their health and disease prevention and 23 percent have shown concerns about climate change and protecting the environment. Their concern for holistic well-being and strengthening immunity finds expression through yoga and exercise supplemented by healthy eating. Their health-consciousness and value for physical and emotional well-being results in a shift toward healthy choices of self-care practices from personal hygiene to skincare. As a result of the enforced indoor stay, there has been a surge in home remedies, natural products, and do-it-yourself (DIY) practices. This is manifested through natural, safe, accessible, and inexpensive DIY beauty treatments including nail care, cosmetics, hair color products, and body and bath care products (Kalyani, 2021). There is also a clear preference for clinical skincare products. Traditional beliefs and practices of clean and non-toxic homemade beauty remedies espoused by ayurvedic beauty brands have been skincare frontrunners. The Indian millennial is willing to invest in clinical skincare brands that are ingredient-focused and perceived to be more effective.

Shift in the mode of purchase

An increase of 30 percent in online penetration as compared to pre- COVID-19 levels has led to a distinct shift among Indian millennials towards e-commerce over brick-and-mortar stores. They use the internet extensively to research, compare prices of similar products and read professional reviews prior to making purchasing decisions both in-store and online across categories (McKinsey & Co., 2020). An estimated four-fold increase in online shoppers is expected to expand the personal care and beauty market to USD 4.4 billion by 2025 (Mishra, 2021). The future of the omnichannel experience combining both online and offline modes, with various digital tools for a comprehensive experience in this segment is predicted to be ascendant.

Need for transparency in product information

For Indian millennials, basic skincare routines require extensive regimes of cosmetics (Bluemarlin, 2021). Driven by a need for transparency, they look for authentic information and customized solutions from reliable sources. They find it necessary to know about the scientific formulation and concentration of active ingredients of products. With increased online purchases of cosmetics and body care products, it has become important for consumers and particularly millennials, to know about the constituent ingredients. The need to be informed extends to safe formulas that show rapid and visible results (Sachar, 2020). Making considered decisions on selecting beauty and body care products led to a rise in conscious consumerism expressed through their inclination towards natural skin care products. This has seen a significant upsurge in the demand for clean beauty products with safe, non-toxic ingredients. This has led to an increase in the range of natural, herbal, and ayurvedic beauty and body care brands in India.

Higher skin-positivity

The rise of skinmalism[3], an approach to beauty that entails paring down skincare and makeup routines in favor of a more minimalist approach, is in the spotlight with influencers focusing on skin-positivity with trends like the ‘no-makeup’ look that counters the heavy-coverage makeup seen on Instagram (Bhattacharya, 2021). This is re-iterated by the Pinterest insights that highlight the inclination to embrace slow beauty that allows the natural skin texture to shine through yoga, exercises, and skincare routines that are simple and sustainable (Habig, 2021).

Increase in-home salon services

As the nature of the profession involves close contact with clients, the mandate of adhering to strict safety guidelines of social distancing and hygiene safety saw beauty salons, nail parlors, and spas incur losses. The Indian beauty salon sector is estimated to be over INR 10000 crore (USD 13108 million) whereas the salon and spa sector accounts for 31 percent of the entire beauty and wellness industry (Husain, 2020). The surge in e-commerce and the online beauty business during the pandemic has led to the rise of beauty and grooming services offered at the client’s homes.

Inclusivity[4] in the beauty industry

Growing demand for inclusivity and representation in the global beauty business is seeing the beauty industry iterating inclusive beauty irrespective of gender, age, religion, color, and skin type of the individual. Inclusivity includes beauty product formulations and packaging such as makeup tools designed for individuals with motor disabilities. The assumption that makeup is the preserve of women (Miller and Cox, 1982 cited in Hassan, et al., 2021) has given way to the evidence that male consumers have begun to show increased interest in caring for their appearance for the purpose of social expression. This is evinced through their increased interest in male cosmetic products including makeup, though they do not want to be perceived as feminine (Souiden and Diagne, 2009 cited in Hassan, et al., 2021). In India, there is a gradual rise in gender-neutral[5] makeup to personal care products for men as male makeup is well on its way to becoming more mainstream (AFP-Relaxnews, 2021).

Beauty is allowing people to take ownership of their personal care, much as they do with their proactive approach to health and wellness through exercise, eating, and supplementing. Digitization is the future as savvy beauty firms reacted quickly, changing their sales focus to digital channels to recoup lost revenue and retain customer loyalty, leveraging online purchase data and artificial intelligence to drive product development towards increased personalization (Decker, 2021).

COVID-19 has not only changed the way the millennials shop but also what they purchase. The shift in purchasing patterns across consumer segments has been visible in beauty and makeup category also. The buying behavior of this demographic segment in India influences aggregate demand. This study was initiated with three-pronged objective to:

- Analyze trends that are emerging in the beauty and makeup segment for the millennials;
- Examine the shift in purchasing behavior among Indian millennials in the beauty and makeup segment amidst the pandemic;
- Determine the contributing factors for changes in purchasing behavior.

Suitable research methods were determined to gather data for this purpose.

Methodology

Exploratory and descriptive research designs were used. Exploratory research enabled the understanding of emerging trends in the beauty and makeup segment. Descriptive research was used to examine the shifts in buying behavior and the factors contributing to the changes. Secondary data was collected from websites of beauty and makeup brands to understand the emerging trends in this segment. Changes in the product mix in terms of length, width, depth, and consistency were observed.

Convenience sampling technique was used to identify respondents for the study, based on their willingness to participate in the research. Primary data was collected using data collection tools which included questionnaires and online interviews. Snowball sampling method was used to build the sample for both survey and interviews. 122 respondents were surveyed through online Google forms and 43 were interviewed via virtual meetings. Results were presented through frequency tables, percentage and bar charts to display the distribution of any single categorical variable.

Data Analysis and Findings

Out of 122 respondents, 62.3 percent were female, 32.8 percent were male, and 4.9 percent identified themselves as Other. 66.4 percent of respondents claimed to follow a weekly routine in haircare, 52.5 percent and 79.5 percent follow a daily routine in skincare and personal hygiene respectively, 50.8 percent occasionally apply makeup and 46.7 percent follow daily fitness routines (Figure 1). In terms of regularity of schedule, 40.8 percent of the respondents claimed to follow a daily routine in all the mentioned categories, 31.6 percent follow a weekly routine, 6.1 percent follow a monthly routine, 16.8 percent follow a routine only occasionally, while 4.7 percent do not follow any routine.

Haircare is the most regular routine followed by the respondents on a weekly basis, while skincare, personal hygiene routines are followed daily. As most of them work from home, application of make-as up is not considered an essential routine and is therefore used occasionally.

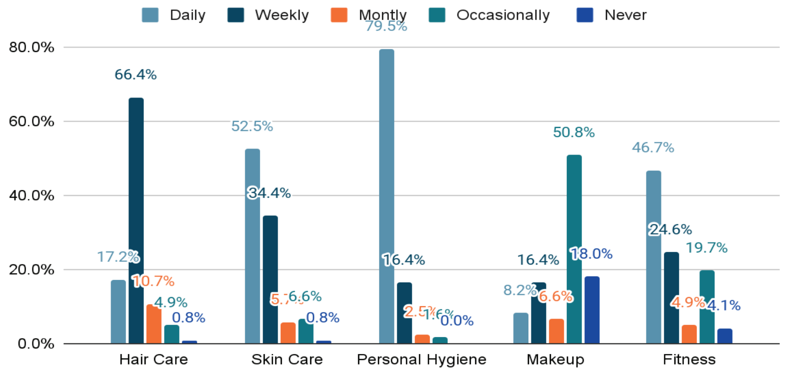

Figure 1: Self-care routines in various categories

Changes in body care routines during the pandemic saw an increase of 33.6 percent in haircare, 46.7 percent in skincare, 46.7 percent in personal hygiene, and 41.8 percent in fitness, while makeup has decreased drastically (Figure 2). The cumulative percentage in all product categories decreased by 28 percent.

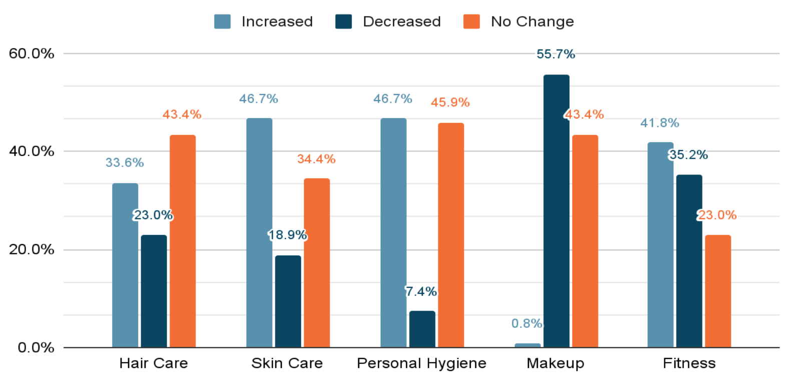

Figure 2: Changes in body care routines during COVID-19

In response to questions on their preferred mode of shopping prior to the pandemic, the respondents informed that they preferred purchasing haircare, personal care, and makeup from stores rather than any other channel whereas skincare was bought more from e-commerce platforms (Figure 3). In-store purchases were the preferred mode before the pandemic with 48.1 percent of the respondents choosing in-store as their preferred mode in all categories, 36.47 percent choosing e-commerce websites and only 6.15 percent choosing other retail chains.

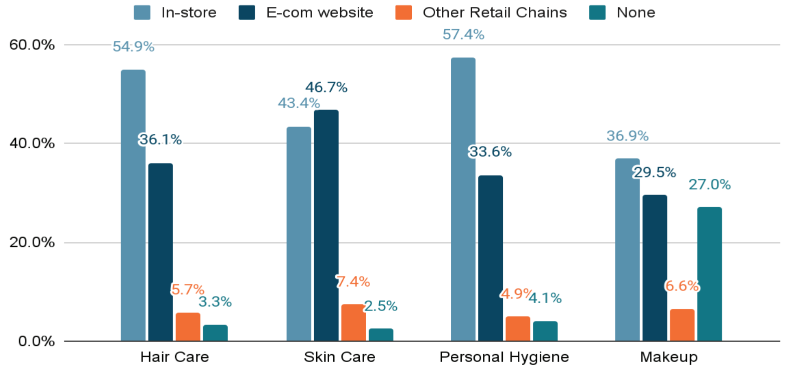

Figure 3: Preferred mode of shopping in the pre-COVID period

During the pandemic, e-commerce platforms were preferred as claimed by 72.5 percent of the respondents. Beauty and skincare items bought by the respondents during the pandemic through e-commerce websites were 78.7 percent for haircare, 83.6 percent for skincare, 76.2 percent for personal hygiene, and 51.6 percent for makeup (Figure 4).

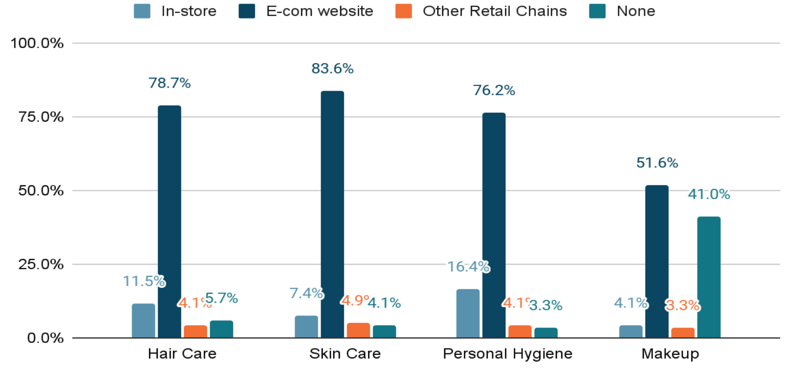

Figure 4: Preferred mode of shopping during COVID-19

Among different categories, the maximum change is in personal hygiene products followed by haircare and skincare, with least incremental change in makeup product category (Figure 5).

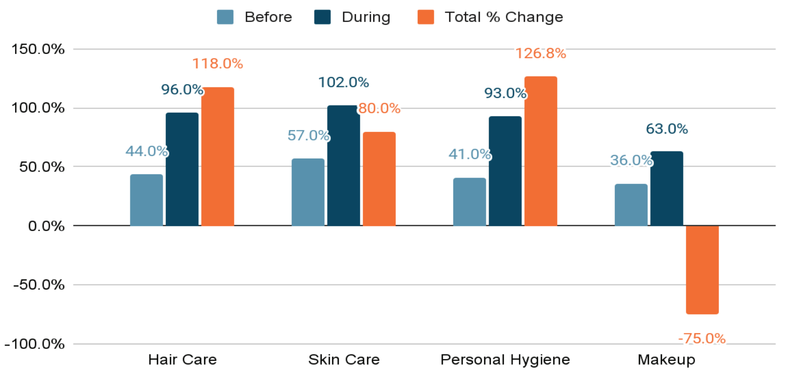

Figure 5: Change in different categories before and during COVID-19

The findings indicate that 63.9 percent of the respondents chose to purchase organic products closely followed by 63.1 percent choosing options of toxin-free products, while 31.1 percent and 23.8 percent chose cruelty-free and ethically sourced products respectively. Only 9.8 percent of respondents chose vegan products. 33.6 percent of the respondents considered sustainable packaging options (Figure 6).

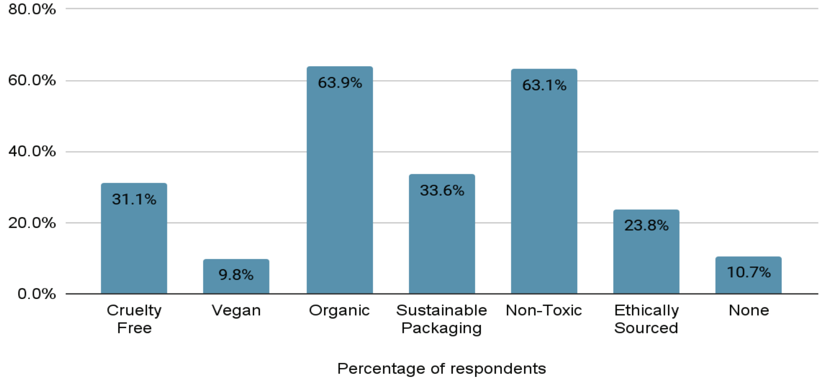

Figure 6: Considerations of respondents before purchase of beauty and wellness products

When it comes to following home remedies, 64.6 percent of the respondents claimed to certainly follow home remedies. 16 percent of respondents are not interested in following home remedies, while 19.4 percent respondents would be likely to follow home remedies (Figure 7).

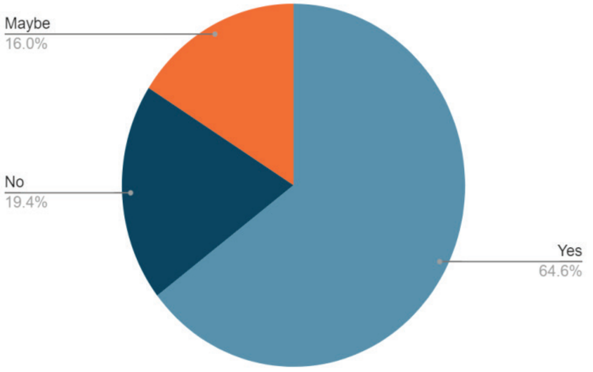

Figure 7: Respondents' preference for home remedies in beauty and makeup segment

There is an increase in the use of home remedies during the pandemic by the respondents for the haircare and skincare category by 58.5 percent and 65.1 percent respectively. 71.7 percent of respondents have not shown any interest in following home remedies for makeup. Respondents did not observe any significant changes in the personal hygiene category (Figure 8).

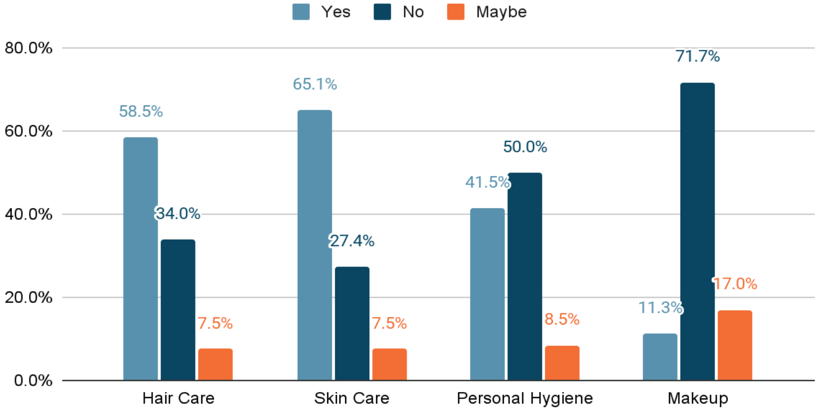

Figure 8: Increased interest in home remedies in different categories

It is predicted that 77.4 percent of the respondents will continue with home remedies even after the pandemic, 6.6 percent of respondents will not continue, while 16 percent of the respondents are likely to follow home remedies (Figure 9).

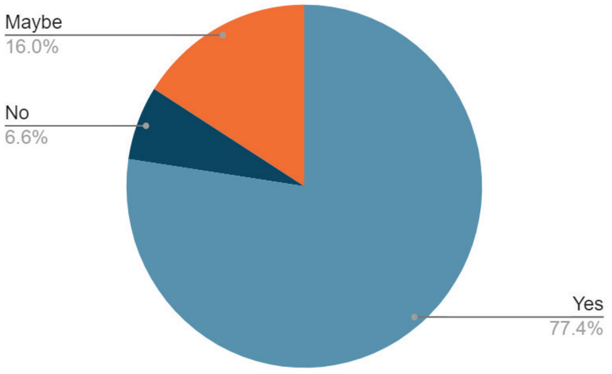

Figure 9: Possibility of continuance with home remedies in the post pandemic period

Inferences from interview data

Respondents have indicated a rise in consciousness, preference for organic products, and transparency in products and services. Price was an important consideration before buying a product. While 53.4 percent of respondents preferred customized skin and haircare products, 72 percent considered online product reviews by customers or influencers prior to purchase. All the respondents preferred either inclusivity or body positivity[6] or gender fluidity[7]in beauty and makeup products. 69 percent of the respondents replaced salon visits with home services. 60 percent of the female respondents claimed to have developed increased preference towards minimalistic makeup.

It was found that the pandemic had a significant effect on buying preferences and the mode of purchase as well as on consumer preferences. Indian millennials not only demand transparency and consciousness but also inclusivity. 44 percent believes in diversity in skin color and products, 40 percent strongly believes in body positivity and 17 percent believes in gender-neutral products and makeup.

It was found that the COVID-19 pandemic had a significant effect on Indian millennials while choosing personal care and beauty products or practices. 49 percent having rise in consciousness for a brand/product to be transparent while for 21 percent the rise in consciousness is a concept that has developed as a whole but not exactly catering to the transparency in particular. 37 percent of the respondents are yet to explore the rising consciousness trend for transparency. 42 percent have shown the preference for organic, natural, herbal, and ayurvedic products while 68 percent uses organic, natural products because of traditional habits and beliefs. Social media also plays an important role on respondents to adopt minimalism and minimalist makeup which is a current rising trend. The lockdown across India created the perception of salon visits being risky, and therefore replacing them with home services.

Discussion

The objectives of this survey were to observe beauty and makeup trends among millennials in India during the COVID-19 pandemic. Inferences and trend analysis of data gathered from the survey and interviews indicated similarities in preferences between the global and Indian millennials. The salient outcomes are presented below.

Conscious consumerism

There is a rise in consciousness in the beauty and makeup segment with females being more conscious than their male counterparts, and that has eventually generated new trends. The survey concluded that organic and toxin-free products are most preferred by the conscious population. The rise in consciousness has also increased the demand for transparency in products and services. It was found that eco-conscious Indian millennials are also preferring sustainable biodegradable packaging such as paper packages, glass containers and corrugated bubble wraps.

Skinmalism

Preferred by millennials, skinmalism refers to the minimal use of cosmetics that allows the skin to breathe and restore its natural glow. This study also found that social media plays an influential role in setting trends that draw attention to the natural skin.

Grooming services at home

The outbreak of COVID-19 has affected the way people live, travel, shop, and interact with others. The constant fear of getting infected by the virus has increased consciousness of hygiene. As a result, the stay-at-home lifestyle grew with increased demand for online shopping, home grocery delivery, salon service at home, and the popularity of streaming platforms. Though physical proximity-based operations led to the closure of salons and spas, salon service continued to be a necessity for many. Though home-based salon services were available even before the pandemic, during the new normal it became a necessity. This study also showed that home-based salon services by local service providers became more popular than national service providers like Urban Company or Housejoy. Prior to COVID-19, many respondents were unsure about services at home, but the subsequent lockdown across the country emphasized its convenience, leading to gradually increasing comfort with salon services at home without compromising on the required safety measures.

Rise in DIY experiments

Consumers' do-it-yourself approach to beauty and self-care is one of the most widespread trends observed. Consumers have become increasingly self-sufficient with their beauty regimen after spending extended periods at home. Consumers utilized this lockdown to improve their skin and hair health, creating new at-home personal care products. This study also found that Indian millennials have increased DIY techniques especially in skincare and haircare. The most popular DIY skincare among the interviewees was the use of traditional kitchen-based ingredients notably *besan* (gram flour) mixed with curd and tomato pulp while egg-white and onion juice were most preferred ingredients for haircare.

Inclusivity

The beauty and makeup industry has been a female-dominated industry but only in the recent past, this industry has started offering product lines exclusively of male and other genders. For instance, makeup, selfcare routines and grooming kits for men. This study showed that Indian millennial women prefer to buy more from those brands which have product ranges for all skin tones. Body positivity plays an important role for millennials' as it boosts confidence and helps to overcome insecurities. Commercials of brands like Joy and Nykaa on acid attack survivors have inspired millennials and boosted their confidence and hope. Interviews with women revealed their relatability with skincare commercials by Dove for being the 'most relatable' and appreciation for 'every form of beauty'.

Rise in e-tailing

COVID-19 has changed the cosmetic industry, causing a significant shift in retail and customer behavior in the beauty care sector. The ongoing COVID-19 outbreak has prompted a shift in the beauty retail industry resulting in a surge in e-commerce. This study showed a cumulative increase of 49.2 percent in online purchases of beauty care products in the categories of haircare, skincare, personal hygiene, and makeup. Amidst the pandemic, e-commerce platforms were preferred by 72.5 percent of the respondents. The number of respondents' whose preferred mode of shopping during the pandemic was from e-commerce websites is 78.7 percent for haircare, 83.6 percent for skincare, 76.2 percent for personal hygiene, and 51.6 percent for makeup. The reason for this transition by employed millennials is that it is a much simpler process of buying online rather than offline because of the wide range of options of all brands made available on one platform and easy access to the payment modes.

The pandemic has critically affected everyone's lives. The way people live, work, or travel has changed, as a result of which-habits have also changed. Millennials, the largest working population in India, have been working from home which has changed many trends including beauty and makeup. Social media is one of the key flag bearers of the makeup trend among millennials. It was observed that social media played a significant role in influencing trends like minimalist makeup. The rise in consciousness towards beauty and makeup has been one of the significant changes among Indian millennials. 49 percent observed the demand for transparency and rise in consciousness. There is also a positive relationship between the rise in consciousness and demand for organic products. Millennials expressed a preference for brands that have sustainable packaging, promote inclusivity, especially about skin tone, and spread awareness of body positivity and other important causes. About 40 percent of the respondents opted for brands that promote a wide range of skin tones and 44 percent opted for brands promoting body positivity. Monthly salon visits have been replaced by home-based salon service and local service providers have been the recent favorites. Pandemic has influenced the trend of home-based salon service over traditional salon services. COVID-19 and norms of social distancing have prompted consumers to reconsider their priorities and demands, necessitating companies' recognition and response to these adjustments. Consumers are increasingly eager for DIY products with 77.4 percent of the respondents showing willingness to continue with home remedies even after the pandemic period, thus creating opportunities for brands to innovate and develop in this area. Brands should look to provide their customers with equipment needed to recreate the salon experience at home, from DIY kits to online tutorials and at-home beauty boxes. Brands can use this unique opportunity to interact with their customers in creative and memorable ways by offering products that promote self-care and wellness. The beauty and personal care industry which was formerly confined to brick-and-mortar establishments has developed rapidly in recent years and are now expanding to e-commerce. According to the findings of this survey, almost 49.2 percent of the respondents have switched from the retail domain to e-commerce amidst the pandemic.

Conclusion

This study explored the changes in preferences for beauty and makeup trends among the millennials in India, who have been working from home during the pandemic. Critical changes in the way they live, work, and travel have resulted in various changes including their preferences towards beauty and makeup. The social media has been a key influencer of beauty and makeup trends among the millennials, leading to demand for organic products and transparency in the ingredients. Millennials prefer brands that follow sustainable packaging, promote beauty inclusivity especially regarding the skin tone as it is a very visual marker, and spread awareness about body positivity. The pandemic has influenced the growing trend of home-based salon services replacing monthly salon visits, and thereby turning local service providers into recent favorites. Norms of social distancing have prompted consumers to reconsider their priorities and demands, necessitating companies to recognize and respond accordingly. Consumers' increasingly eagerness for DIY products and willingness to continue with home remedies even in the post-pandemic period, have created opportunities for brands to innovate and expand in this area by providing their customers with tools needed to recreate the salon experience at home, from online tutorials to DIY kits and at-home beauty boxes. With consumers transitioning from retail to e-commerce, the beauty and personal care sector has also significantly expanded in the last two years beyond physical stores to e-commerce.

Notes

1. Metoo is an international movement against sexual abuse and sexual harassment against women, which became a popular hashtag on social media in 2017.

2. BLM is a social movement that highlights racism, discrimination and other inequalities against black people. It gained international attention and became a widely used hashtag on social media in 2020 after the murder of George Floyd.

3. Skinmalism conjoins 'skincare' and 'minimalism' and therefore, refers to a routine that uses fewer skincare and beauty products.

4. Inclusivity refers to not excluding people on the basis of race, gender, sexuality and ideas and treating them equally.

5. Gender-neutral refers to the idea that policies, language, and other social institutions should avoid differential, distinguishing roles according to an individual's sex or gender.

6. Body positivity focuses on accepting all body types regardless of size, shape, gender, skin tone, and other physical abilities.

7. Gender fluidity refers to change over time in a person's gender expression or gender identity, or both. That change might be in expression, but not identity, or in identity, but not expression. Or both expression and identity might change together.

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