



provoke  
insights

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Beauty & Skincare Trends  
Summer 2022



## Background & Objectives

In today's increasingly digital world, it has become easier for brands to increase consumers' awareness. However, this is useless without loyal customers.

Understanding brand loyalty and the consumer mindset is vital in helping brands manage and grow in today's ever-changing markets.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers and their loyalty to brands. The study covers multiple industries, including beauty and skincare.

A photograph of a desk with a laptop, a notebook, and a pair of glasses. The laptop is on the left, the notebook is in the center, and the glasses are in the foreground. The background is a wooden desk.

## Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field from March 1<sup>st</sup> to March 10<sup>th</sup>, 2022.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).<sup>1</sup>

Results based on this sample have a maximum margin of sampling error of  $\pm 2.5\%$  at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

# Overview



## Who's Buying Skincare/Beauty Supplies?

The skincare and beauty audience share many similar qualities. Both are majority female. They are young mothers who skew Democrats and pay attention to the sustainability of their products.

Beauty supply shoppers are more likely to be mixed ethnicity or Hispanic. Skincare shoppers are more likely to live in cities and be optimistic.



## More In-Store Purchasing

Almost two-thirds of consumers purchase beauty products in-store as trial is still crucial before buying. While in-store is also popular for skincare purchases, more tend to venture online to buy the items. Shoppers are more loyal to their skincare brands than their beauty products.



## Skincare: Age Differences

Generation Z focuses on acne treatments, while older generations buy anti-aging products. However, the younger generations are also purchasing a more variety of products than their older cohorts.

# Loyalty Industry Index

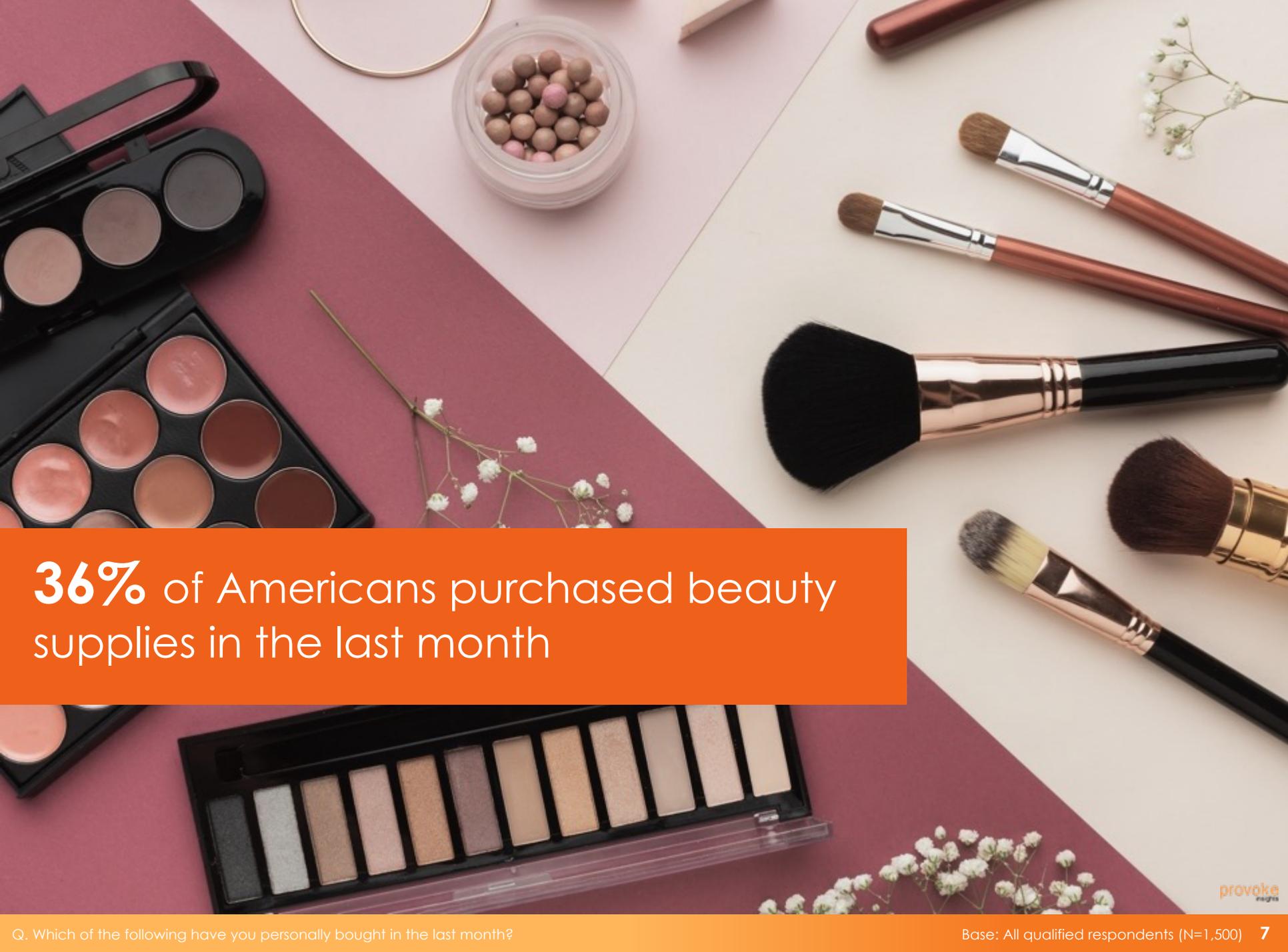
Compared to other industries, there is moderate loyalty to skincare brands and low loyalty to beauty products.

*The loyalty score is calculated by the mean overall industry score minus the individual category score.*

	Industry	Loyalty Score
1	Automobiles	14.31
2	Major appliances	12.61
3	Airline	11.11
4	Cruise line	9.01
5	Power tools	7.71
<b>6</b>	<b>Skincare</b>	<b>6.11</b>
7	Electronics	6.01
8	Fine jewelry/watches	2.41
<b>9</b>	<b>Beauty supplies</b>	<b>2.51</b>
10	Hotel	-7.19
11	Fitness gear	-8.39
12	Furniture	-9.39
13	Outdoor gear	-11.89
14	Apparel	-15.99
15	Toys	-19.99

# Beauty Supply Trends





**36%** of Americans purchased beauty supplies in the last month



# The Beauty Shopper

is Significantly More Likely to Be



Female **53%**



Mixed ethnicity **52%**



Hispanic **51%**



Have children in the household **46%**



Gen Z **44%**

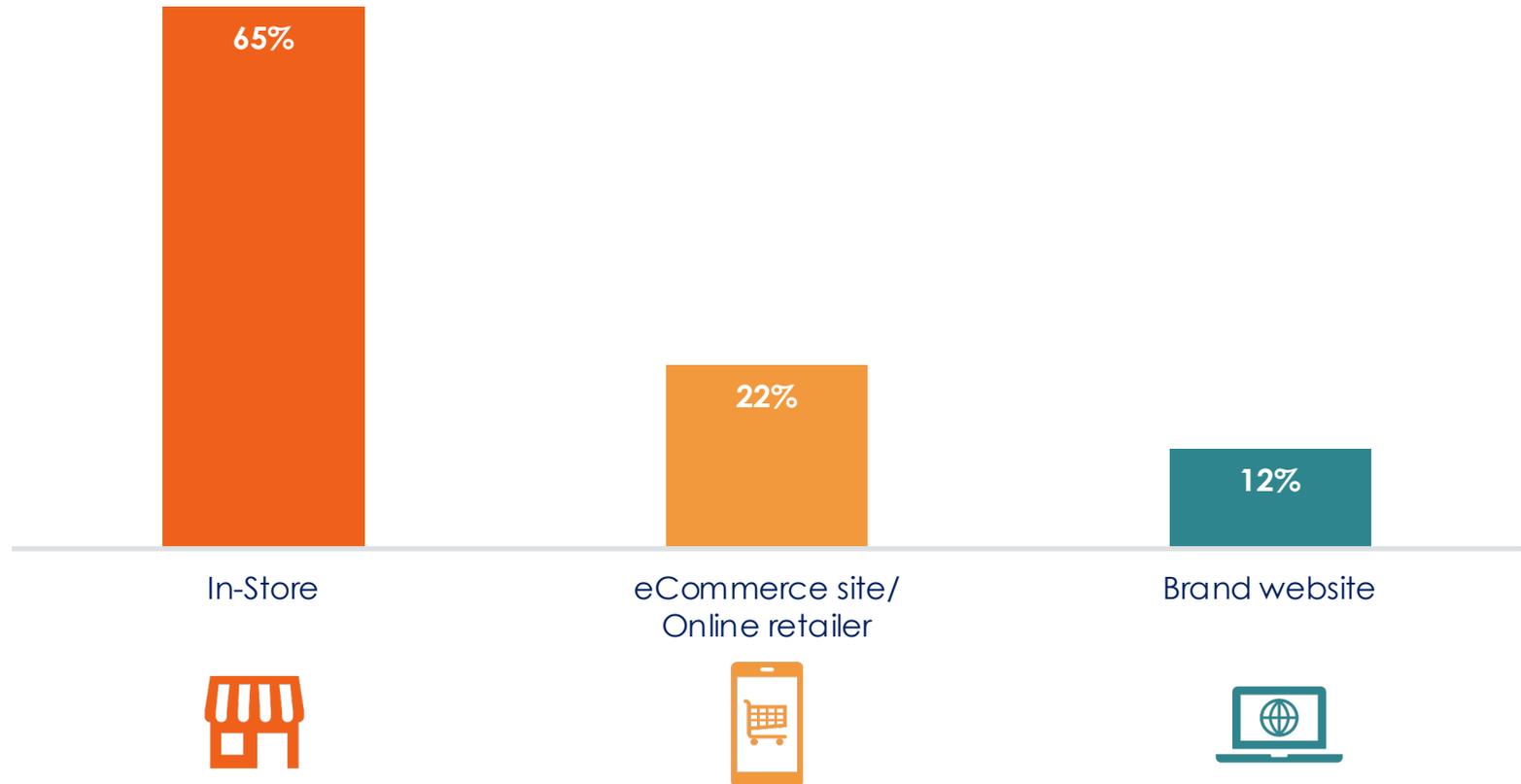


Would pay more for sustainably sourced items **43%**

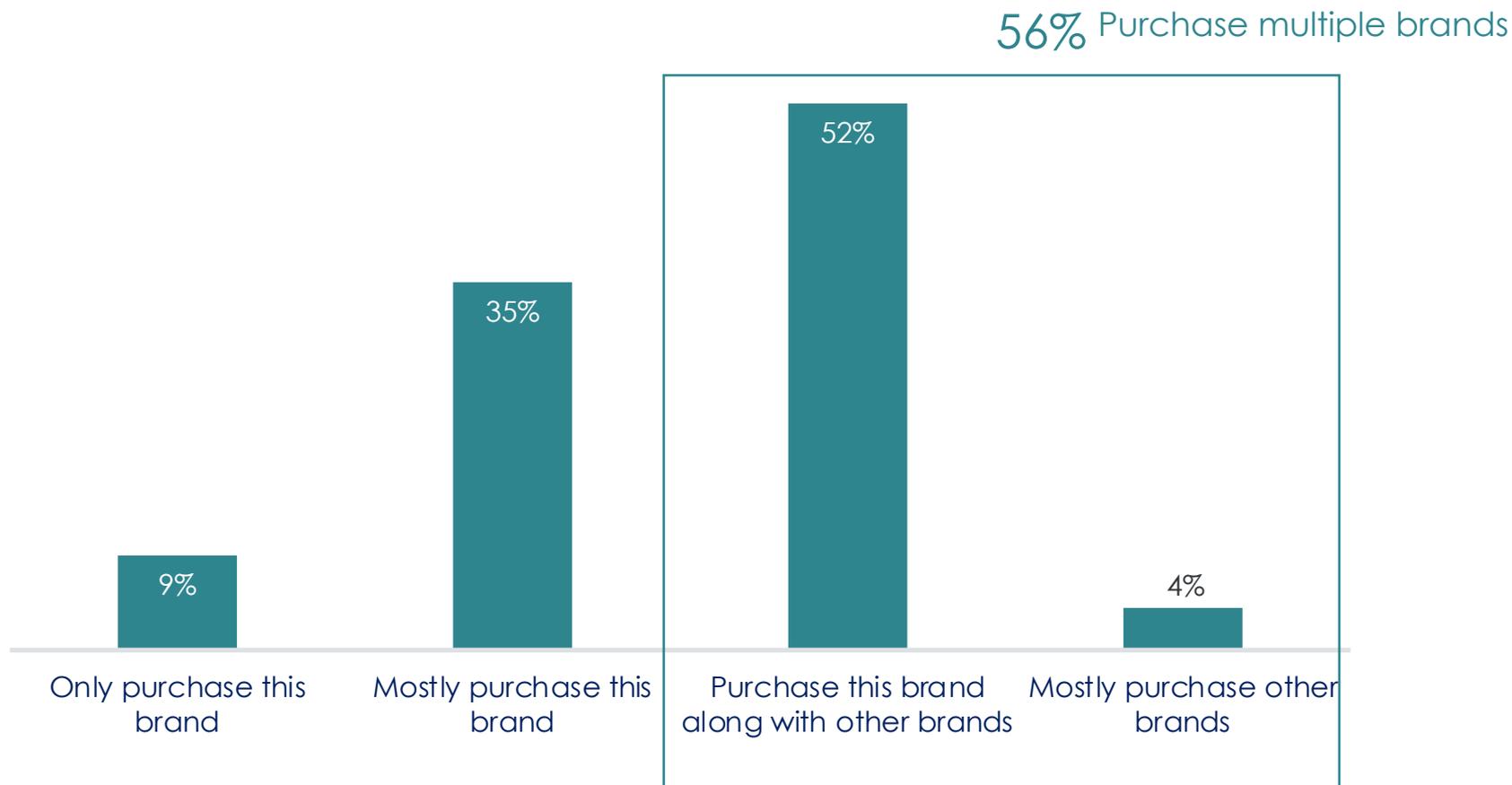


Democrat **40%**

# Beauty Buyers are Heading In-Person to Purchase Their Go-To Products



# Beauty Purchasers Aren't Afraid to Experiment with New Brands





# Skincare Trends



**44%** of consumers purchased skincare in the last month



# The Skincare Shopper

is Significantly More Likely to Be



Optimistic **75%** vs. 69%



Female **70%** vs. 39%



Environmentally conscious **63%** vs. 53%



Would pay more for sustainably sourced items **52%** vs. 36%



Millennial **44%** vs. 33%



Have children in the household **41%** vs. 32%

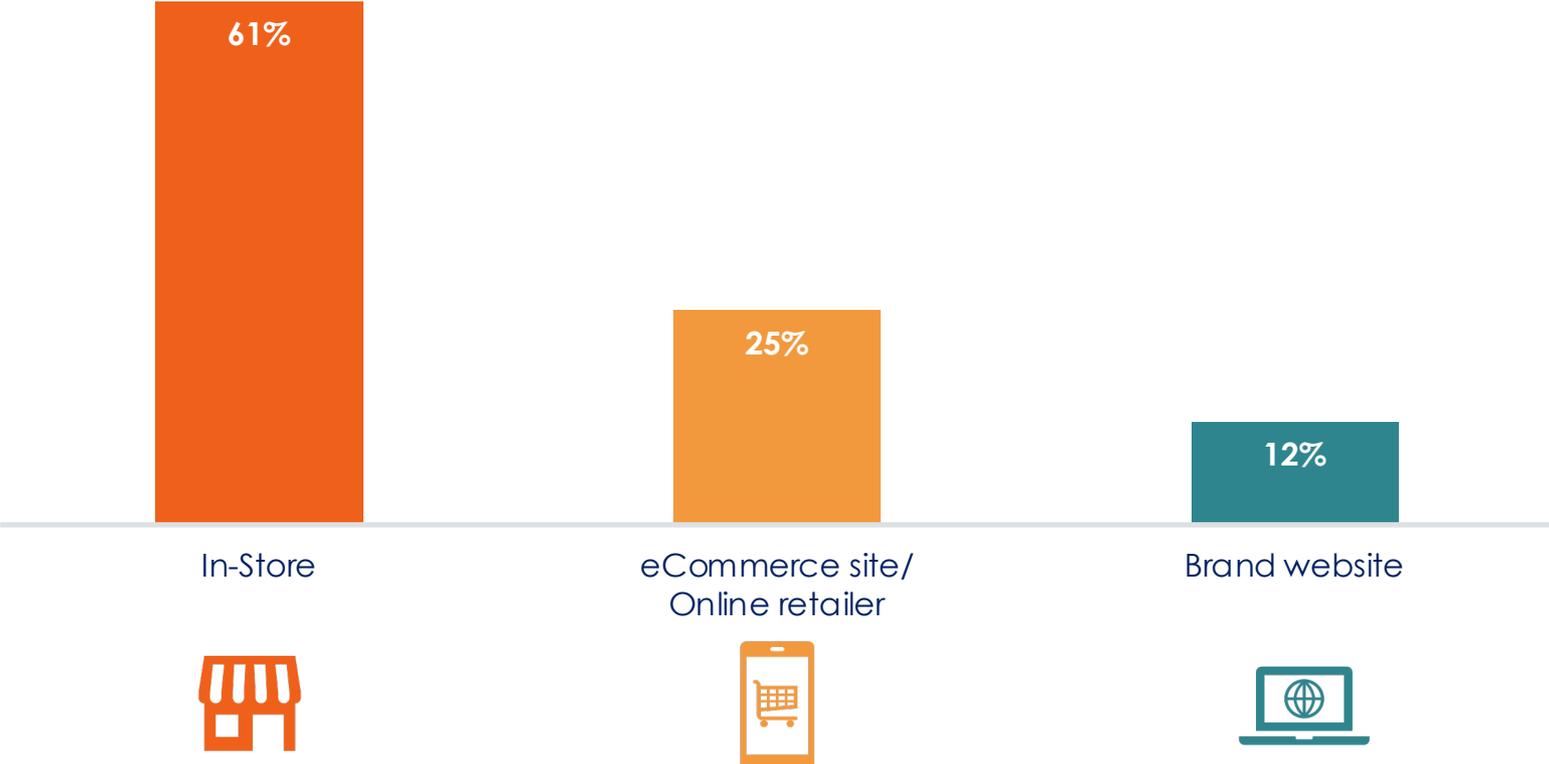


Democrat **40%** vs. 30%



Lives in an urban area **30%** vs. 24%

# In-Store Leads Sales, but eCommerce Sites are Gaining Traction



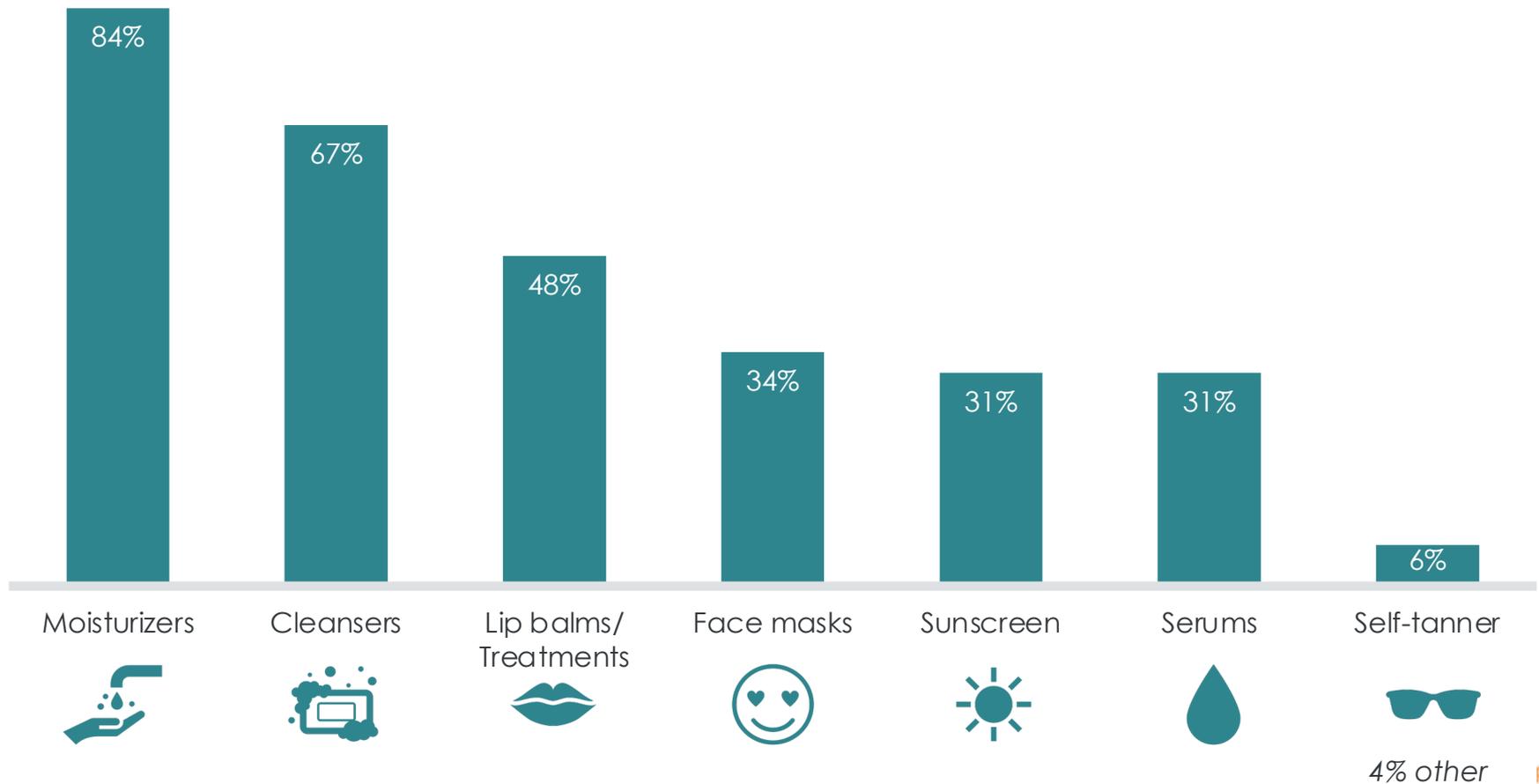
# Half of These Consumers Stick with Tried-and-True Brands.



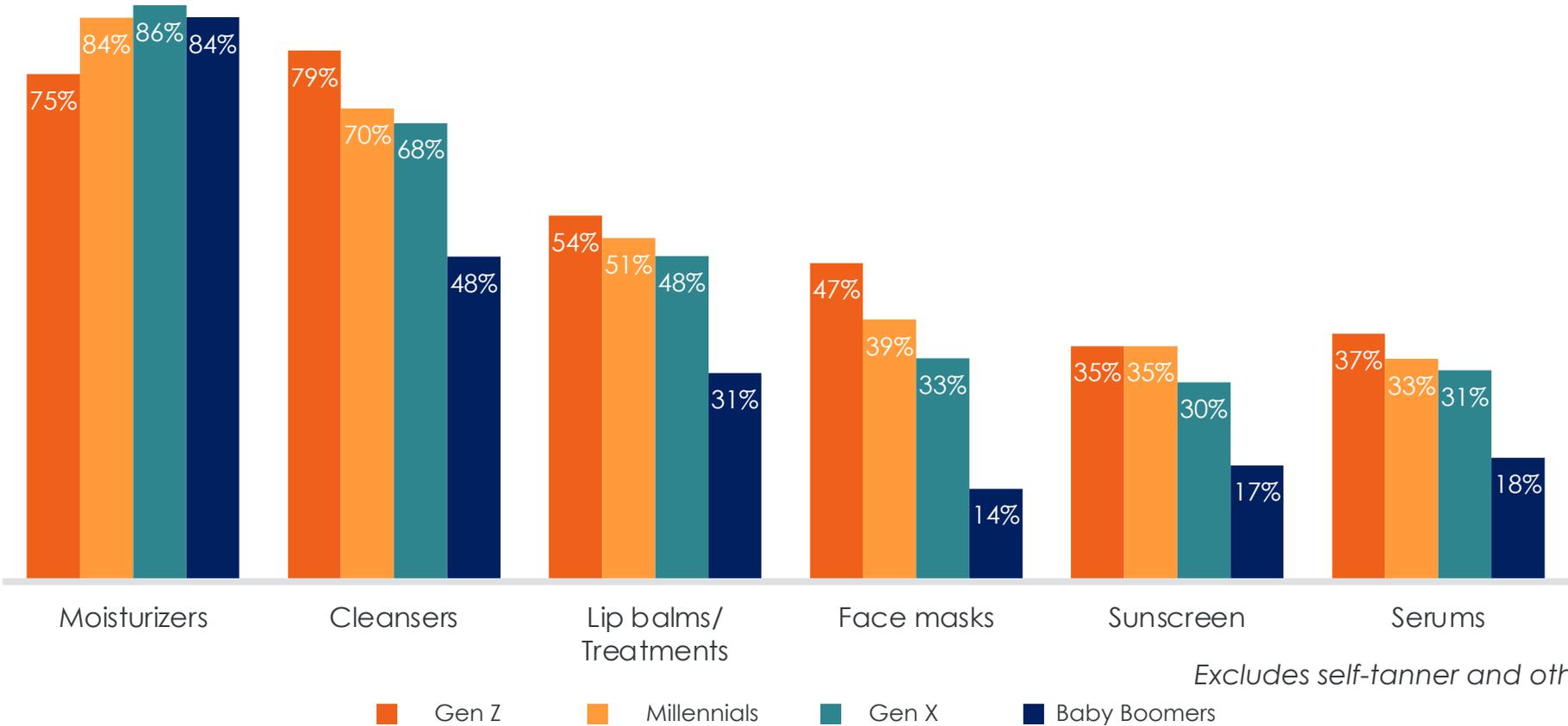
# Skincare Purchasing Habits Have Increased Since the Start of COVID



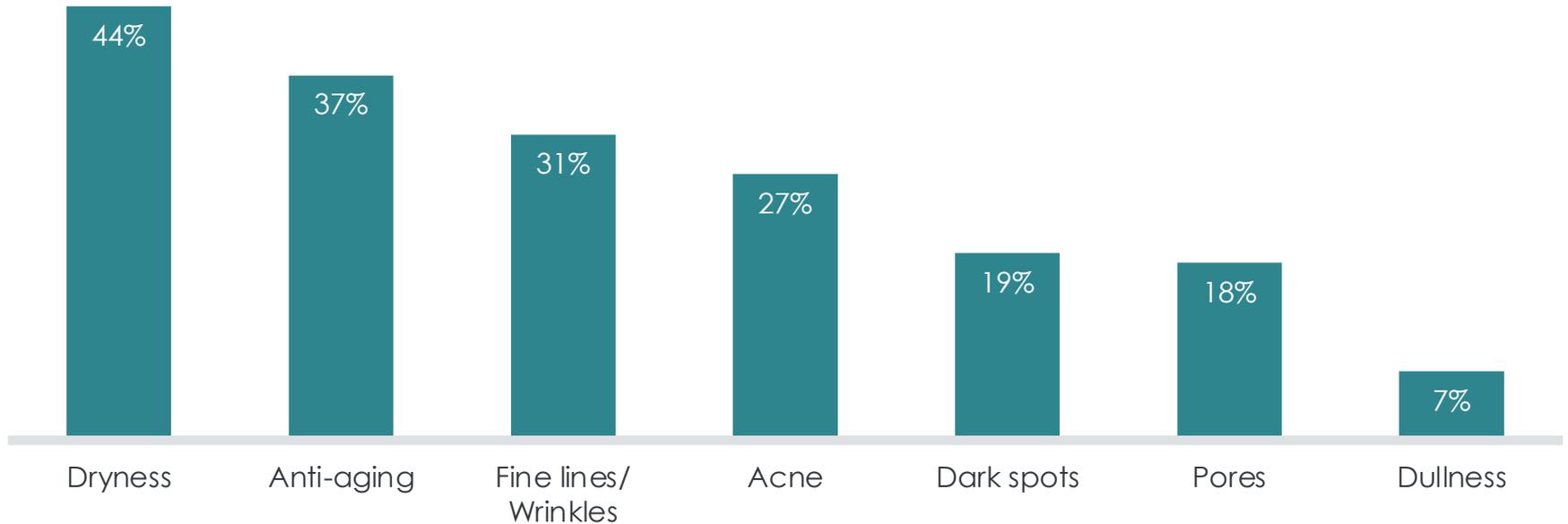
# Moisturizers are the Most Popular Skincare Product Overall



# Younger Generations Purchase a Wider Variety of Skincare Products



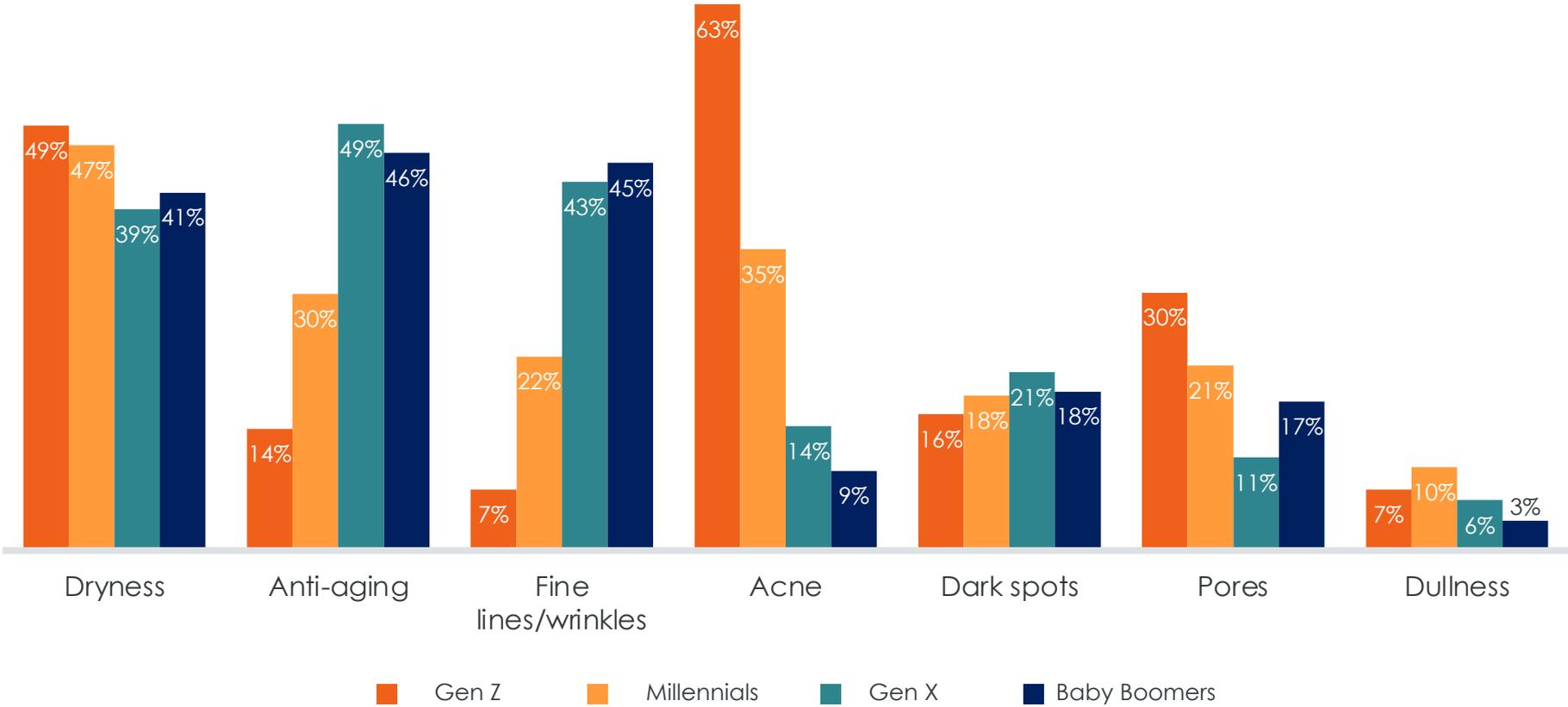
# Dryness is a Top Concern Among Skincare Buffs



3% other

provoke  
research

# While Younger Cohorts Look to Acne-Related Products, Older Generations Look for Anti-Aging





**53%**

Look for a Specific  
Ingredient in Their Skincare  
Products

## Who's More Likely Looking at Ingredients?



**64%** Willing to pay more for sustainable products



**62%** Parents

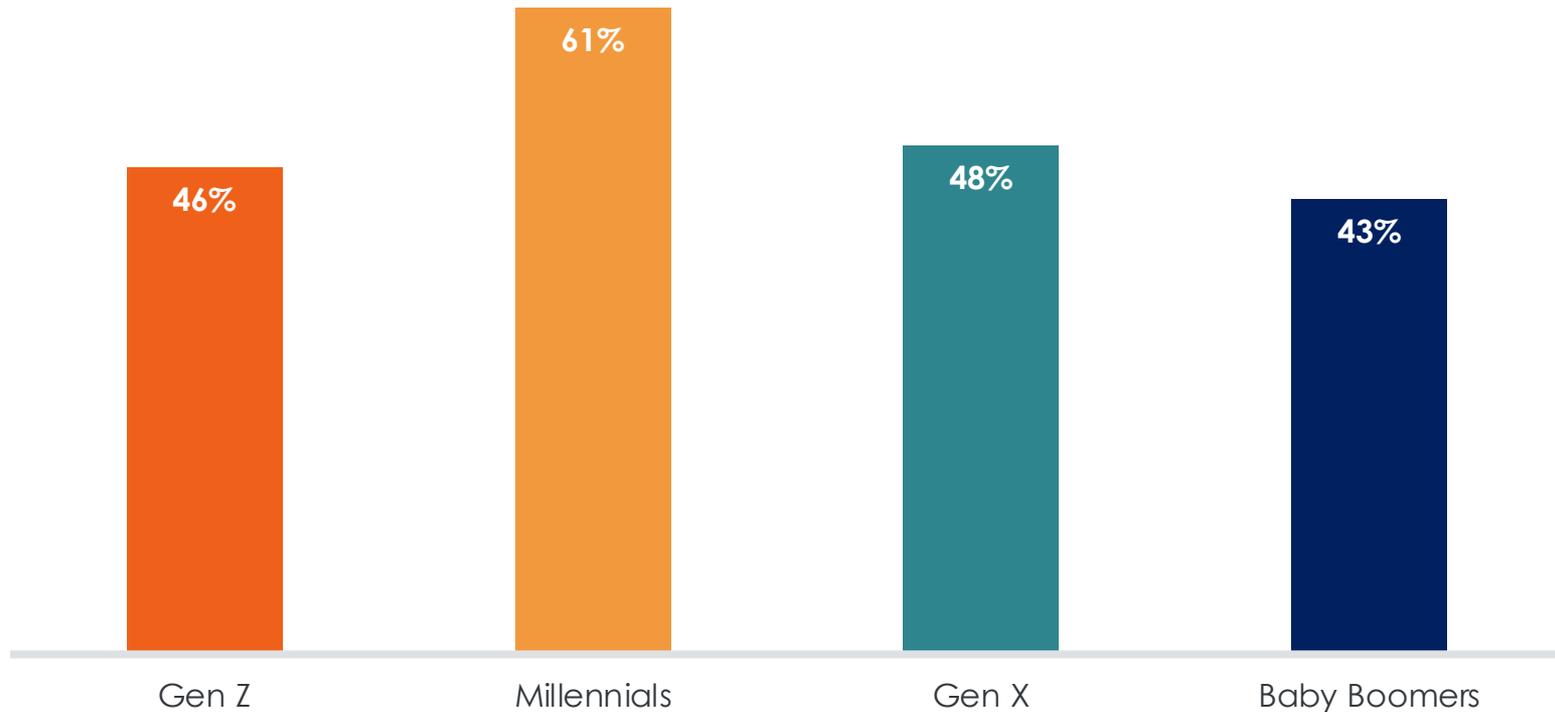


**60%** Democrats



**59%** Prefer to shop online

# Millennials Are Scouring the Ingredient Labels



# Respondent Overview

## Gender



**53%**  
Female



**47%**  
Male

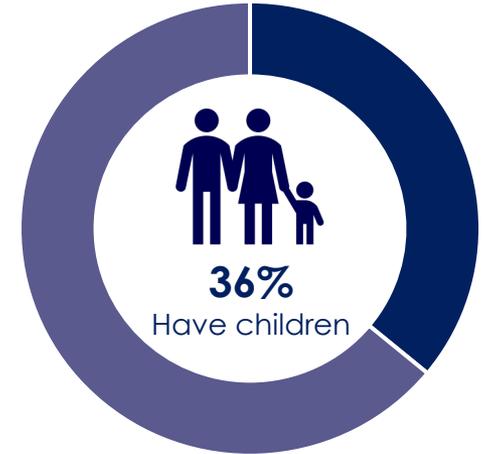
## Generation

**44 years old**  
Average Age

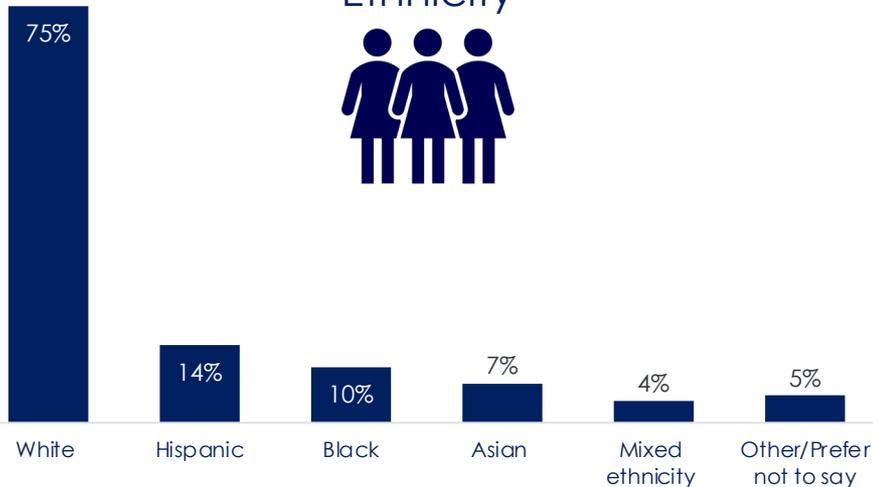


**Z** 7% Gen Z      **X** 34% Gen X  
**M** 38% Millennials      **B** 21% Baby Boomers

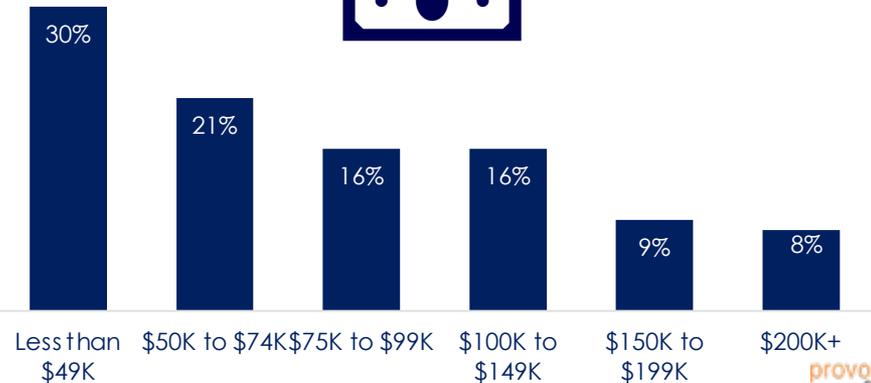
## Parental Status



## Ethnicity



## Household Income



# About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to [breeda@provokeinsights.com](mailto:breeda@provokeinsights.com).