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Skincare: Consumer Trends

Fall 2023 | Winter 2024

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Background & Objectives

Overview

Provoke Insights, a leader in research for branding, advertising, media, and content marketing initiatives, conducts a bi-annual consumer trends study to keep a pulse on the market across multiple industries.

The extensive study allows Provoke Insights to stay ahead of the trends and understand consumer mindset in the current moment.

Provoke Insights Fall 2023 | Winter 2024 Wave

Since 2020, several trends have impacted consumer behaviors, from COVID to inflation. As a result, it's important to track consumers brand loyalty as well as their preferences for shopping online vs. in-store. As consumers are becoming more budget conscious, it is essential to understand what products they are purchasing.

Provoke Insights developed 17 industry specific decks; this deck focuses on the skincare industry.

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Methodology

Provoke Insights conducted a 15-minute survey among 1,502 Americans between the ages of 21 and 65. The study was in-field in the Fall of 2023.

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

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

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

Overview

Skincare & The Economy

Skincare purchases have decreased slightly in the last six months. This is unsurprising as Americans are in budget mode due to inflation and economic uncertainty.

Though price is top of mind in this economy, skincare purchasers are willing to pay up to 10% more for sustainably sourced items.

The Skincare Consumer

Unlike other industries where shopping has moved primarily online, skincare purchases often remain in-person. Skincare customers are significantly more likely to enjoy browsing through store aisles.

Gen Z, Millennials, parents, and those living in urban areas are more apt to purchase skincare products. Effectiveness is the top attribute consumers look for when buying skincare products.

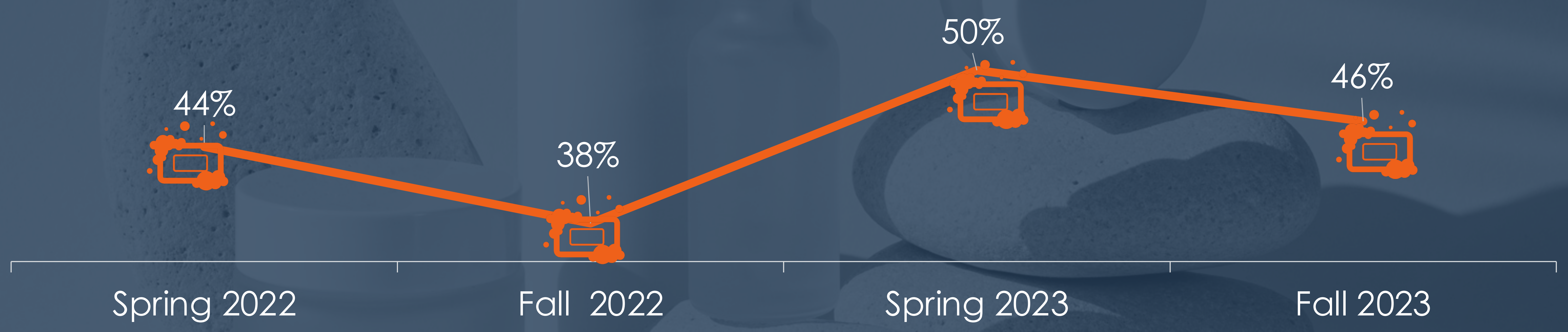
Loyalty & Skincare Brands

Shoppers are loyal when buying skincare bands when compared to other industries. Members of the LGBTQ+ community are more likely to be dedicated to their skincare brands.

The Skincare Industry

Seasonal Skincare Purchases

While skincare purchases increased in the spring, they slightly declined in the fall season.



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46%

of Americans have purchased skincare in the last month

Groups Significantly More Likely to Purchase Skincare Products

- Z Gen Z (57%)
- F Female (56%)
- Parents (54%)
- M Millennial (52%)
- Urban (51%)

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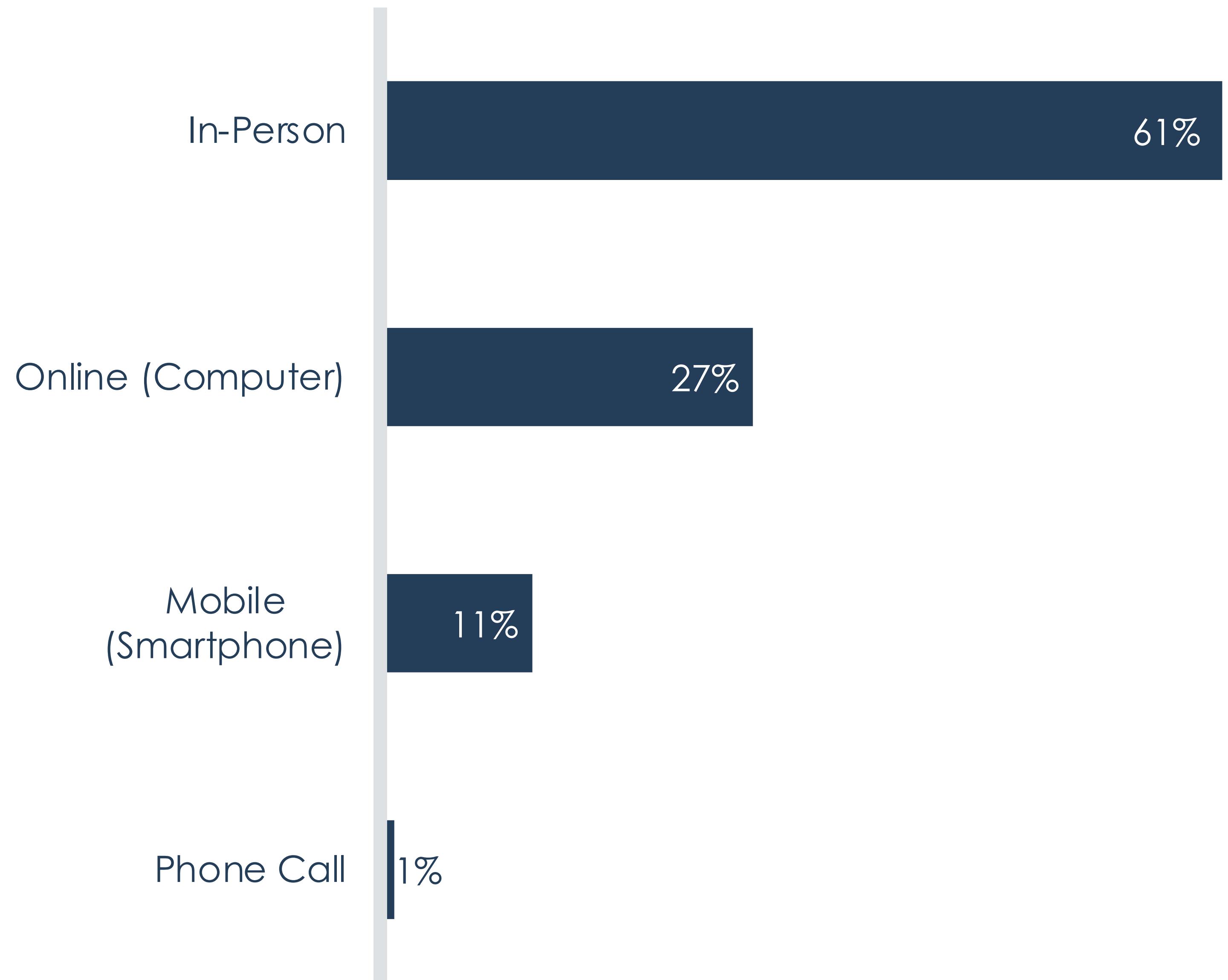
Q. Which of the following have you personally bought in the last month?

Base: All Qualified Respondents (N=1,502)

Consumers Primarily Purchase Skincare In-Store

Mobile purchases remain a small percentage of sales.



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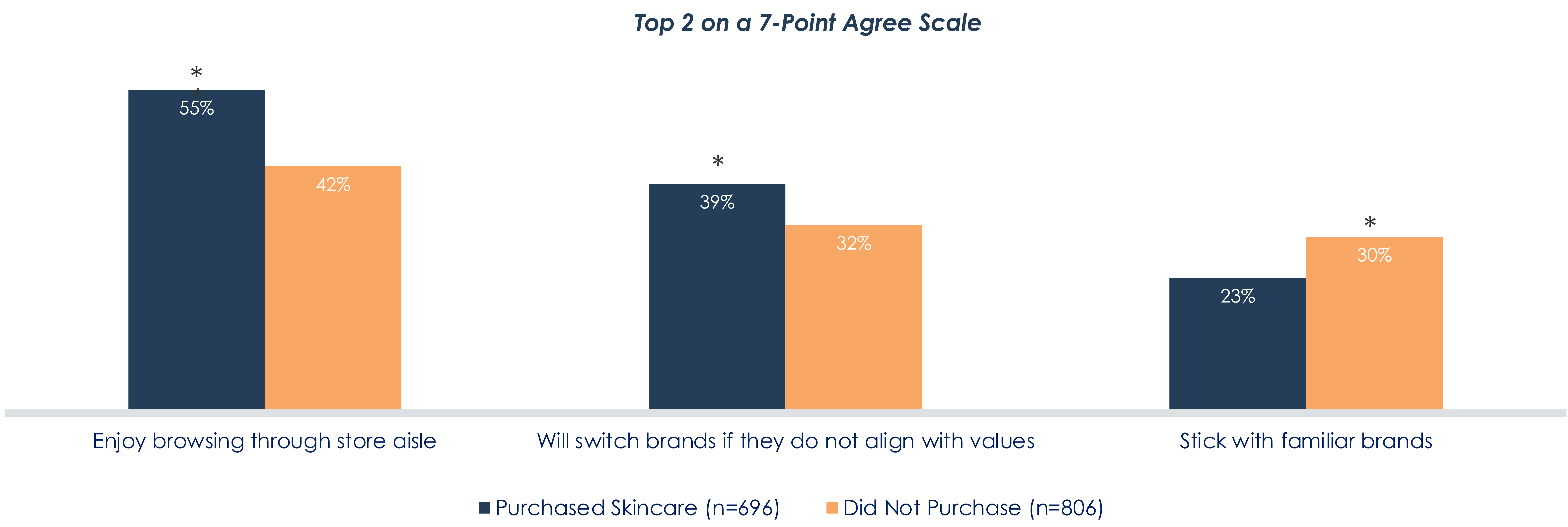
Q. Where did you purchase the following items?

Base: Purchased skincare in the past month (n=696)

Shopping Habits

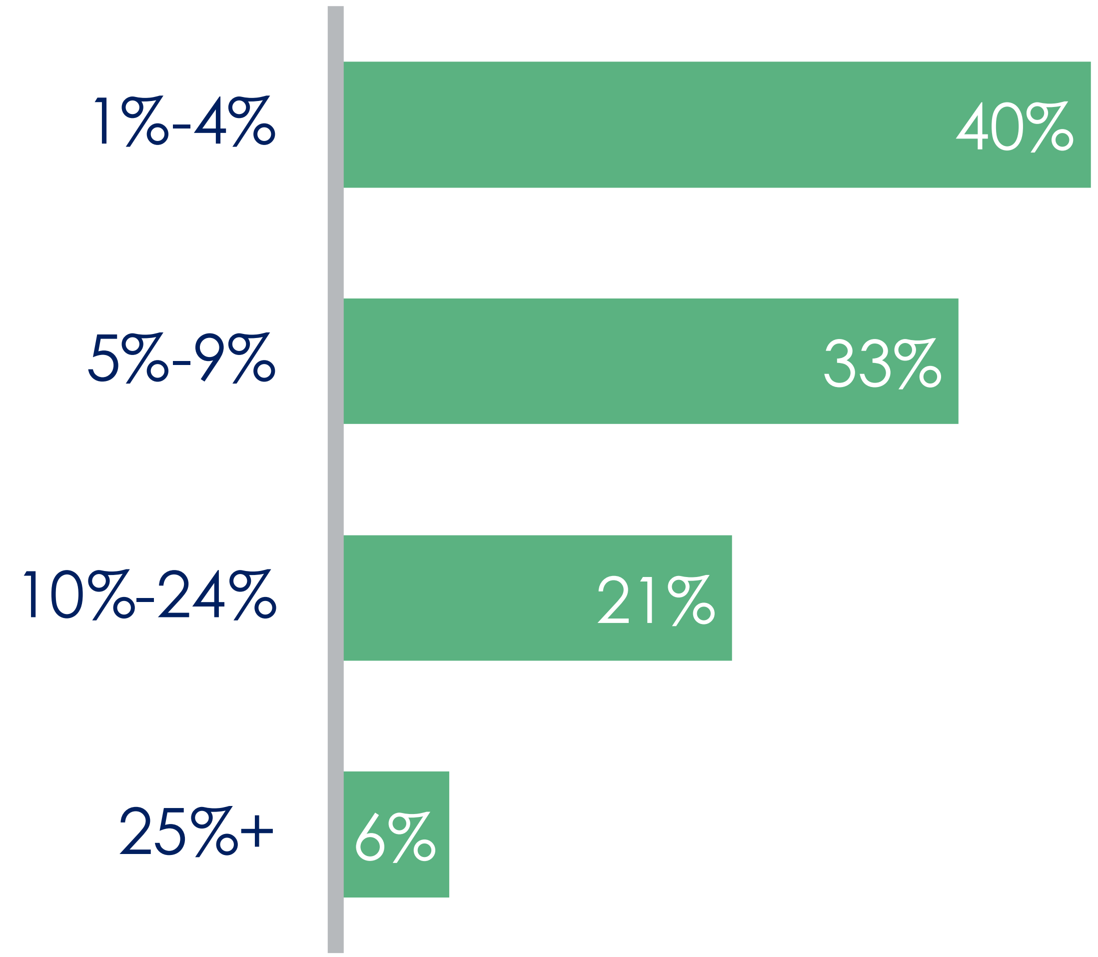
Skincare shoppers enjoy browsing through aisle. They more often switch brands if they do not align with their values.



Sustainability

Skincare shoppers are willing to pay extra for sustainable items. Among this audience, three-quarters would spend up to 9% more for these sustainable goods.

How much extra would they spend?



Base: Buy skincare in last month and will pay more for sustainable item (n=549)

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Q. How much more are you willing to pay for sustainably sourced items?

Base: Purchase Skincare in the Last Month (n=696)

Brand Loyalty

Half of consumers are loyal to their skincare purchases. LGBTQ+ customers are more likely to shop for their preferred brands.

Top 2 on a 5-Point Loyalty Scale

47% of skincare purchasers are loyal to the last brand they purchased from

Group Significantly More Likely to be Loyal to Skincare

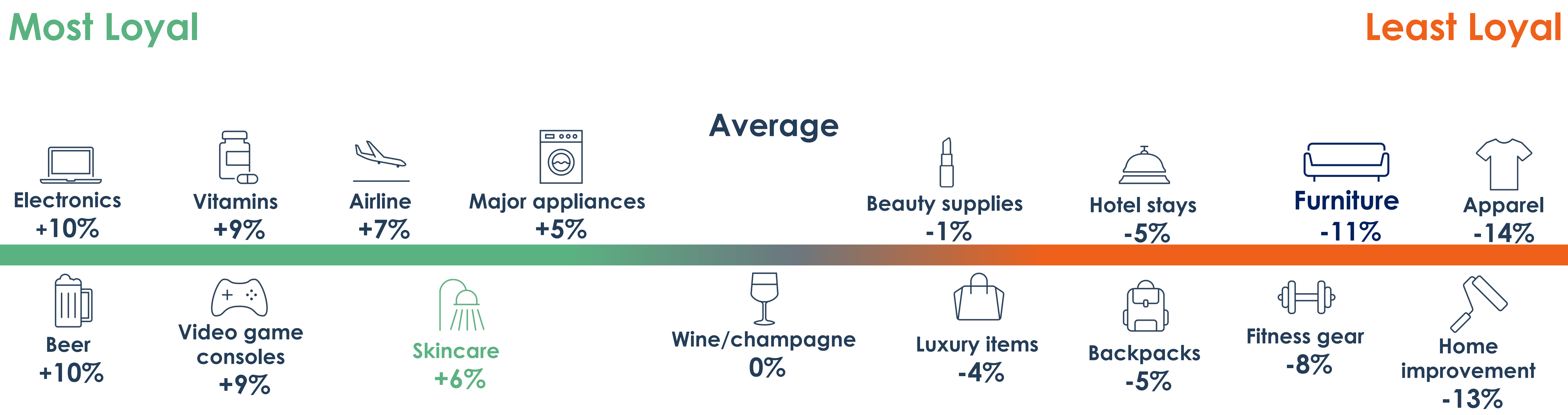
♥ LGBTQ+ (55%)

Q. Thinking again of the most recent product you bought in each category, how loyal are you to each brand?

Base: Purchased skincare in the past month (n=696)

Brand Loyalty Index

Consumers are more loyal to skincare brands than other industry category.



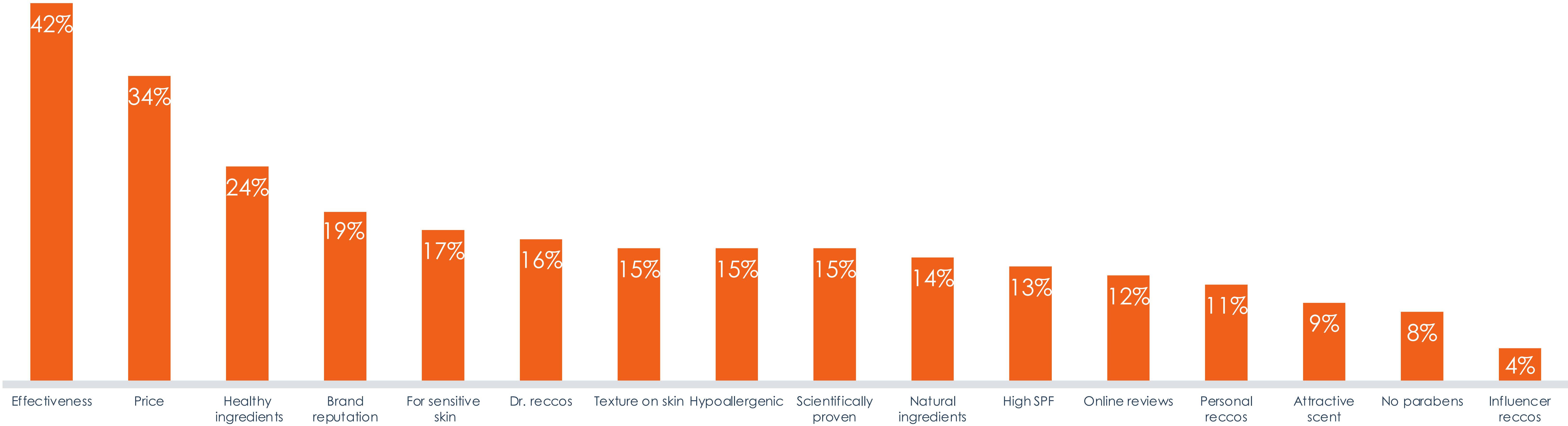
**Seventeen industries were assessed to determine how loyal consumers are to specific industry brands. Index created by percent who stated they mostly purchase this brand or only purchase this brand.*

Q. For each category listed below, what best describes which is more important when considering purchasing these items?

Base: All Qualified Respondents (N=1,502)

Skincare Features

Consumers find effectiveness and product price as the most important factors when selecting skincare items.



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Q. Which of the following features are most important when selecting a facial skincare product? (Select up to three)

Base: Skincare Purchasers (n= 1,360)

Skincare: Brand Awareness

Most Aware

Neutrogena	79%
L'ORÉAL	74%
CeraVe (Developed with dermatologists)	69%
Eucerin	56%
Eau Thermale Avène	40%
La Roche-Posay Laboratoire Pharmaceutique	26%
Bioderma Laboratoire Dermatologique	24%
Vichy Laboratoires	11%
Kamedis Skin Restoring Solutions	4%

Least Aware

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Most Influential Media Channels

Out of the 14 media channels analyzed, YouTube advertisements are top of mind for skincare purchasers in all categories. They bring up conflicting feelings about their intrusively and memorability.

20% **remember ads the most** from **YouTube**

15% are **motivated to learn more about a brand** in an ad on **Youtube**

19% find ads on YouTube to be **the most intrusive**

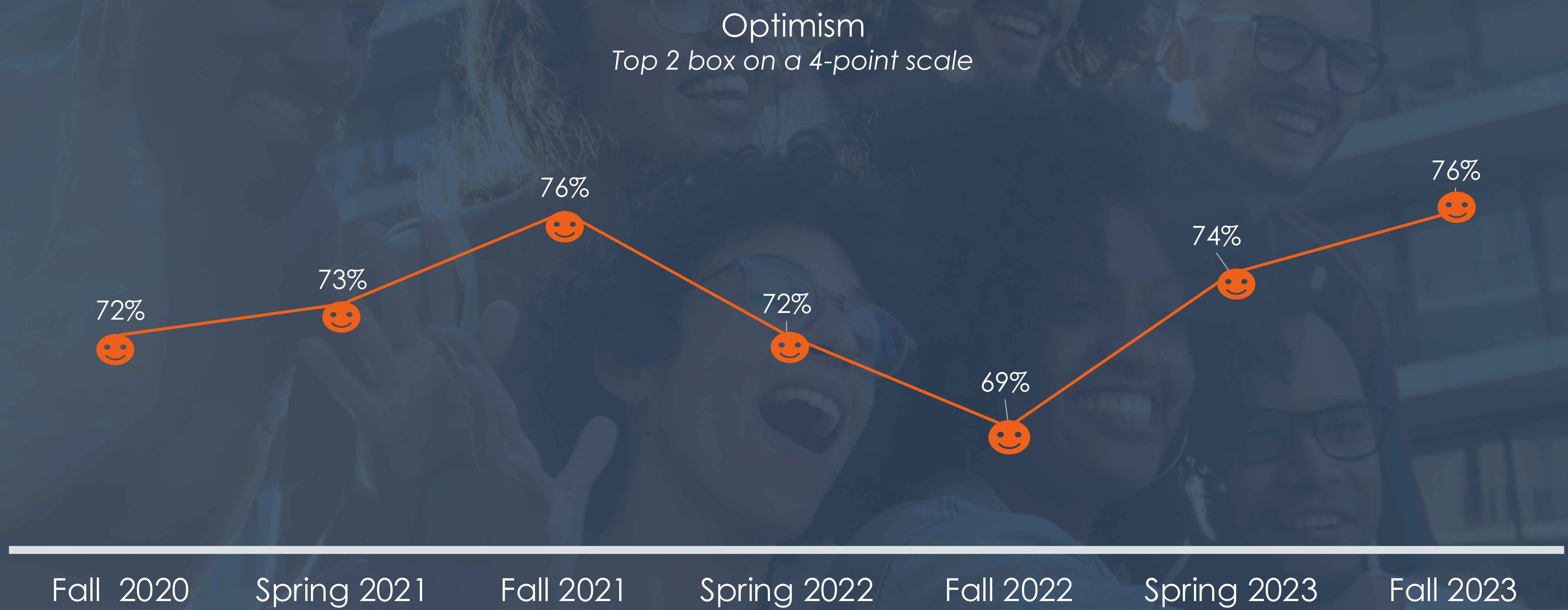
Q. Which platform do you remember the most ads from?/Which platform do you find ads to be the most intrusive?/Which platform would you be most motivated to learn more about a brand in an advertisement?

Base: Purchased skincare in the past month (n=696)

How is the Economy Impacting Consumers?

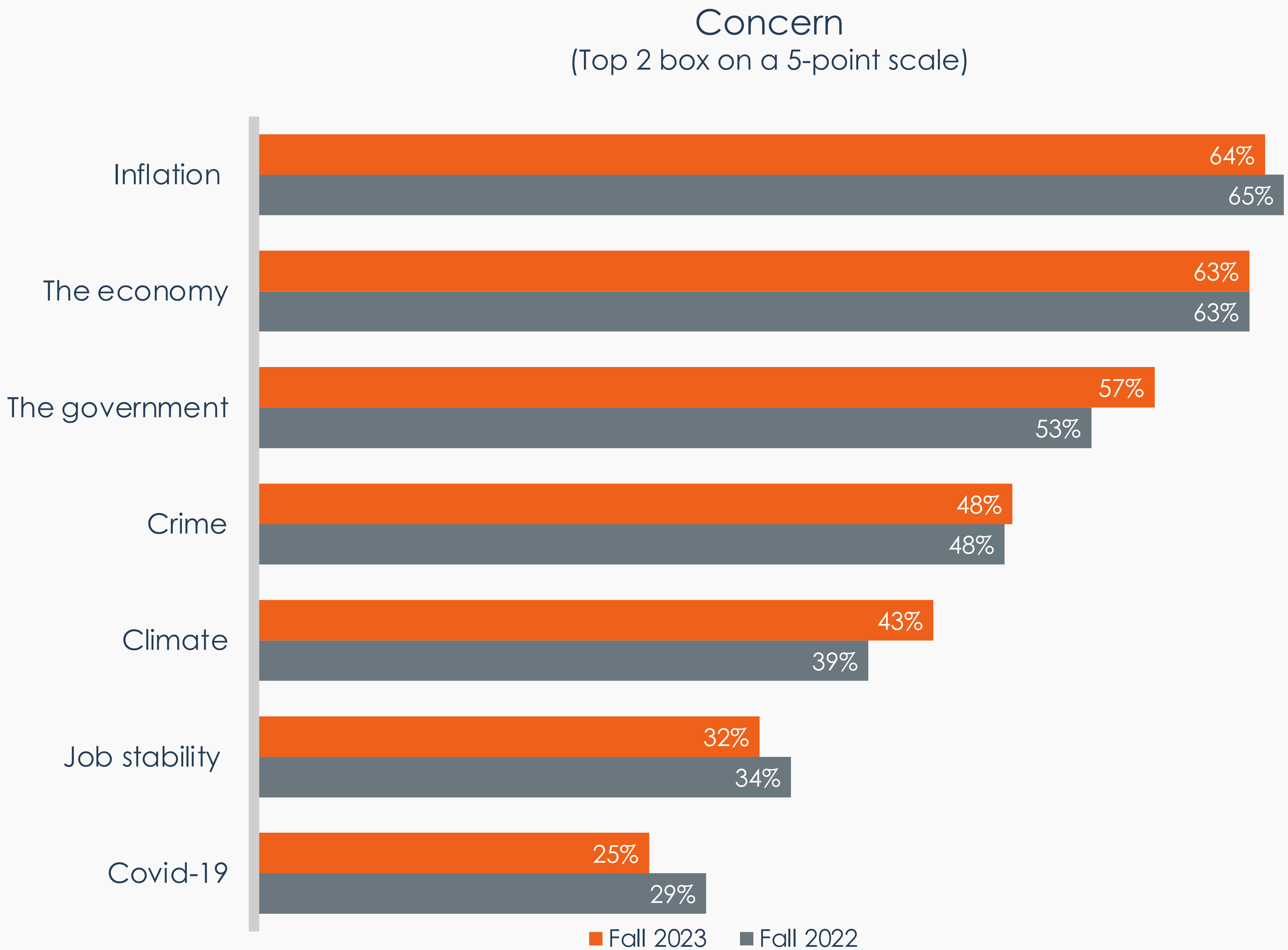
Consumer Optimism

Optimism levels are at the highest levels since Fall 2020.



Top Concerns Impacting Consumers

Inflation and the economy are still the leading issues impacting Americans. Climate concerns and concerns about the government have increased in the past year.



64%

of Americans are concerned inflation will impact them personally

Groups Significantly More Likely to be Concerned with Inflation

- Going Further into debt (76%)
- Republican (70%)
- Budget conscious (70%)
- HHI Under $75K (70%)
- Rural (69%)

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Q. How concerned are you with the following areas impacting you personally?

Base: All Qualified Respondents (N=1,502)

63%

of Americans are concerned the economy will impact them personally

Groups Significantly More Likely to be Concerned with The Economy

- Going Further into debt (73%)
- Republican (71%)
- HHI Under $75K (69%)
- Budget conscious (68%)
- Rural (68%)
- Female (68%)
- Millennials (67%)

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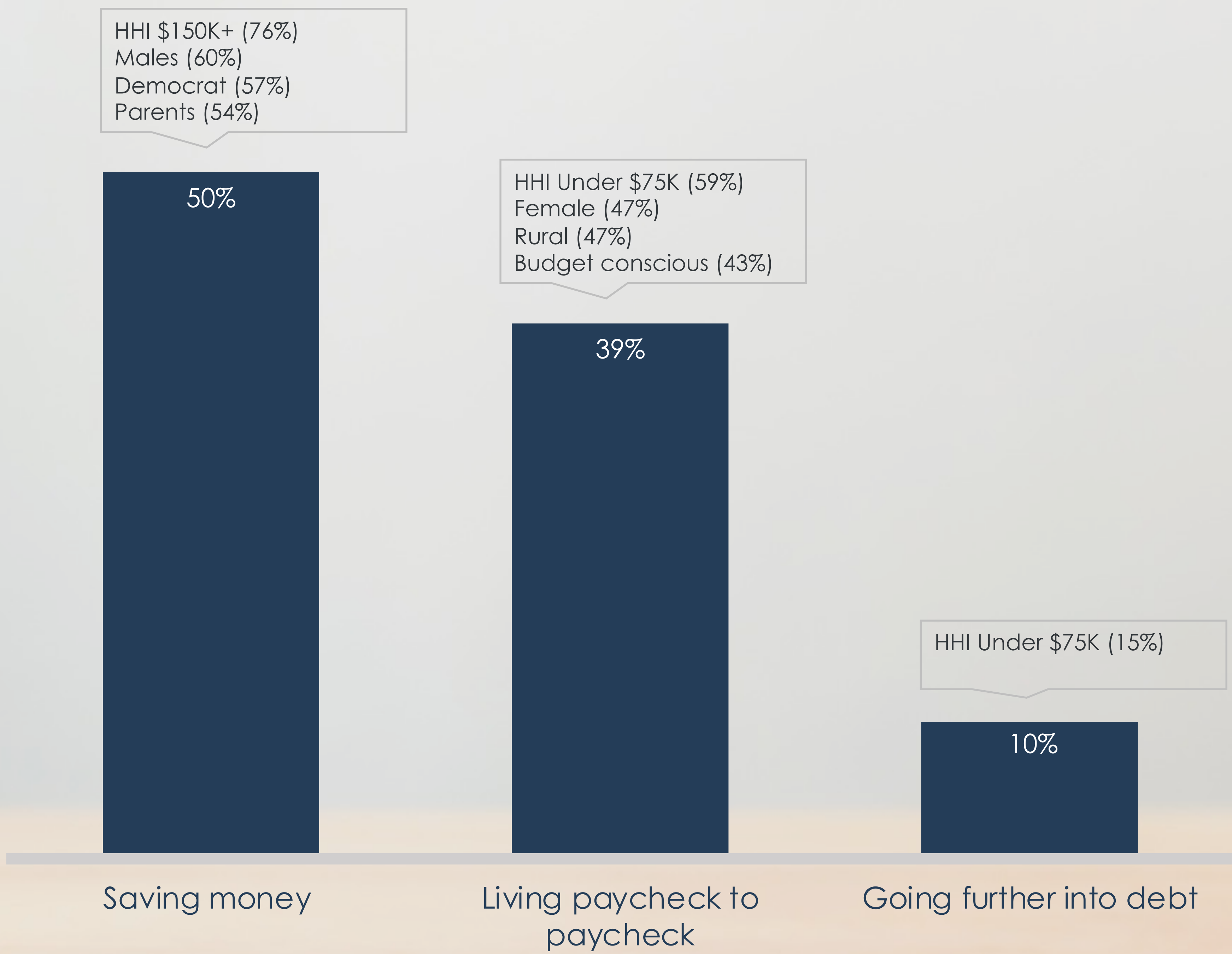
Q. How concerned are you with the following areas impacting you personally?

Base: All Qualified Respondents (N=1,502)

Saving Money is Difficult in this Economy

Only half of Americans are actively saving money. A tenth are going further into debt.

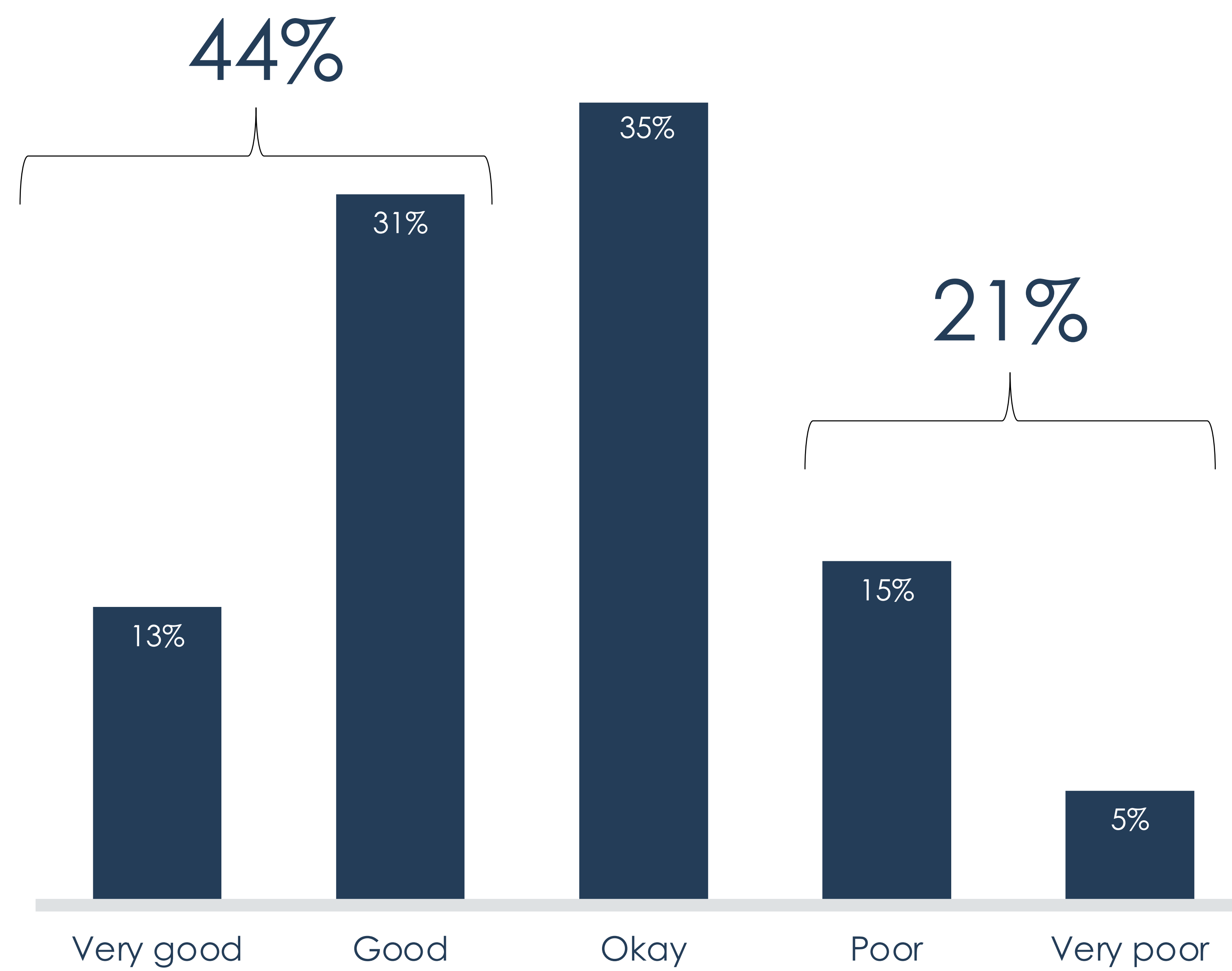


Q. How would you rate your current financial position?

Base: All Qualified Respondents (N=1,502)

Most Consumers are Doing "Okay" Financially

Less than half see themselves in a financially good situation.



Q. How would you rate your current financial position?

Base: All Qualified Respondents (N=1,502)

As Inflation and the Economy are a Top Concern, Consumers are Becoming More Budget Conscious

68%

+6% from Spring 2023

More Budget Conscious

Who is Significantly More Likely to Be Budget Conscious

78% LGBTQIA+

76% Going Into Debt

74% Living Paycheck to Paycheck

Consumers Are in Budget Mode When It Comes to Spending

Spending Less To Save More

"I refuse to pay more than I must. This means I drive less, eat less, and am less likely to go to recreational activities."

"The only thing I consistently spend money on are bills, I put everything else towards my savings."

"I only spend a certain amount of my check each month and save the rest."

"I have been spending less because I want to increase my retirement savings."

Inflation Concerns

"I used to shop freely whenever I wanted too. Now I have to plan where I can go. Even then I have to watch prices. Sad world! "

"Even though my spending habits have stayed the same, I am still not happy about prices increasing time and time again."

"Inflation is on the rise again so therefore I'm spending much more then I was before on gas and groceries."

Avoiding Frivolous Spending

"My spending habits have become stricter. I've had to cut back on nonessential purchases like streaming subscriptions, Starbucks trips, etc."

"I use coupons and try to watch for sales and deals so I'm not buying full price."

"I am shopping more wisely now, always looking for deals, discounts and price cuts."

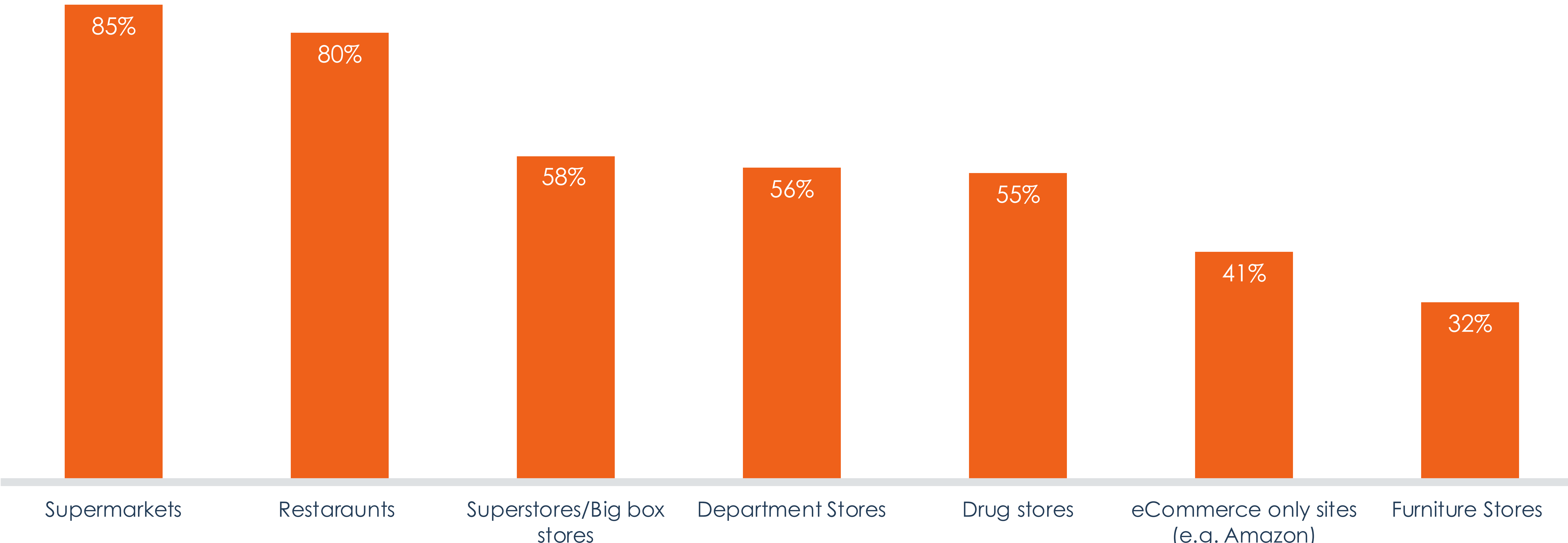
"I am only buying essentials and generic brands to make ends meet."

Q. Briefly describe how your spending habits have changed in the last six months?

Base: All Qualified Respondents (N=1,502)

Price Increases

Americans see the impact of inflation, especially at food establishments such as supermarkets and restaurants.



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Respondent Profile

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Gender

50.5% Female

49.5% Male

*<1% other identity

Generation

43 years old
Median Age

Z **16%** Gen Z

X **30%** Gen X

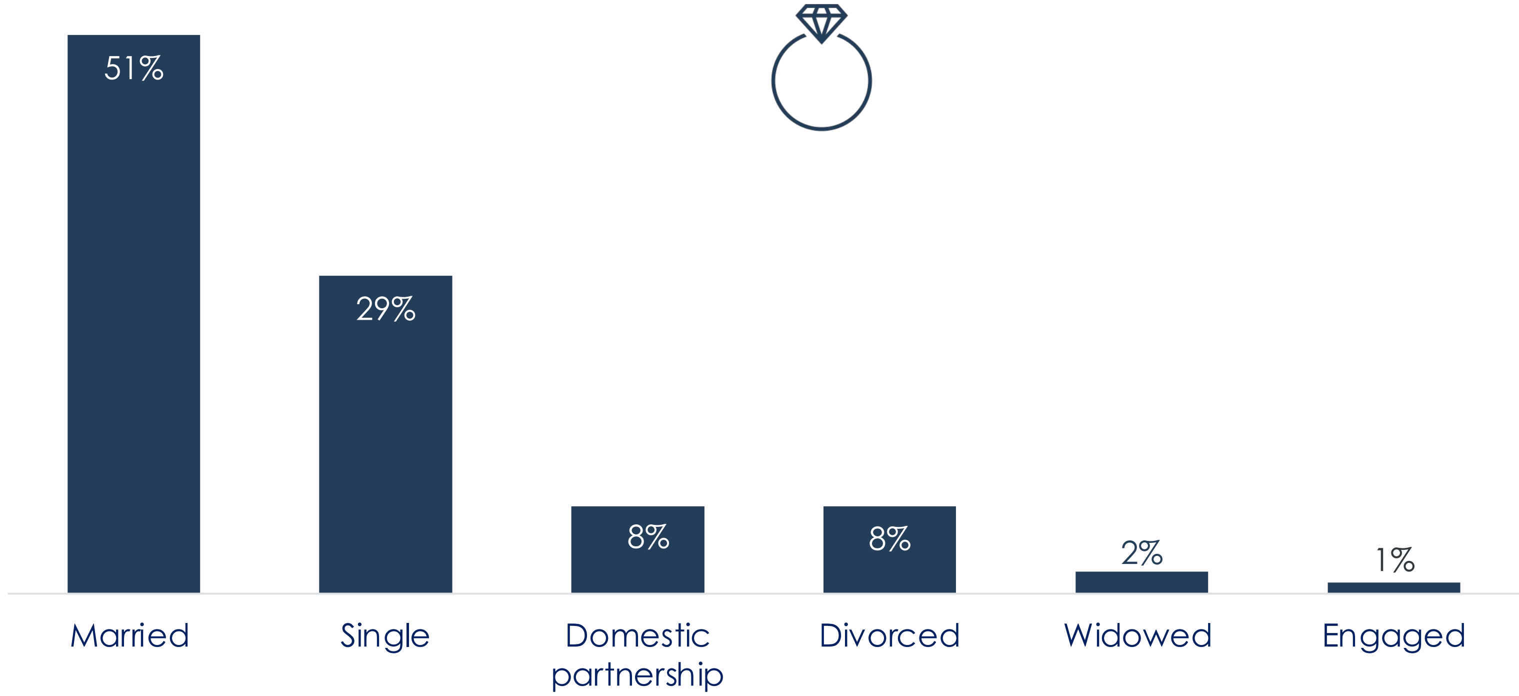
M **35%** Millennials

B **18%** Baby Boomers

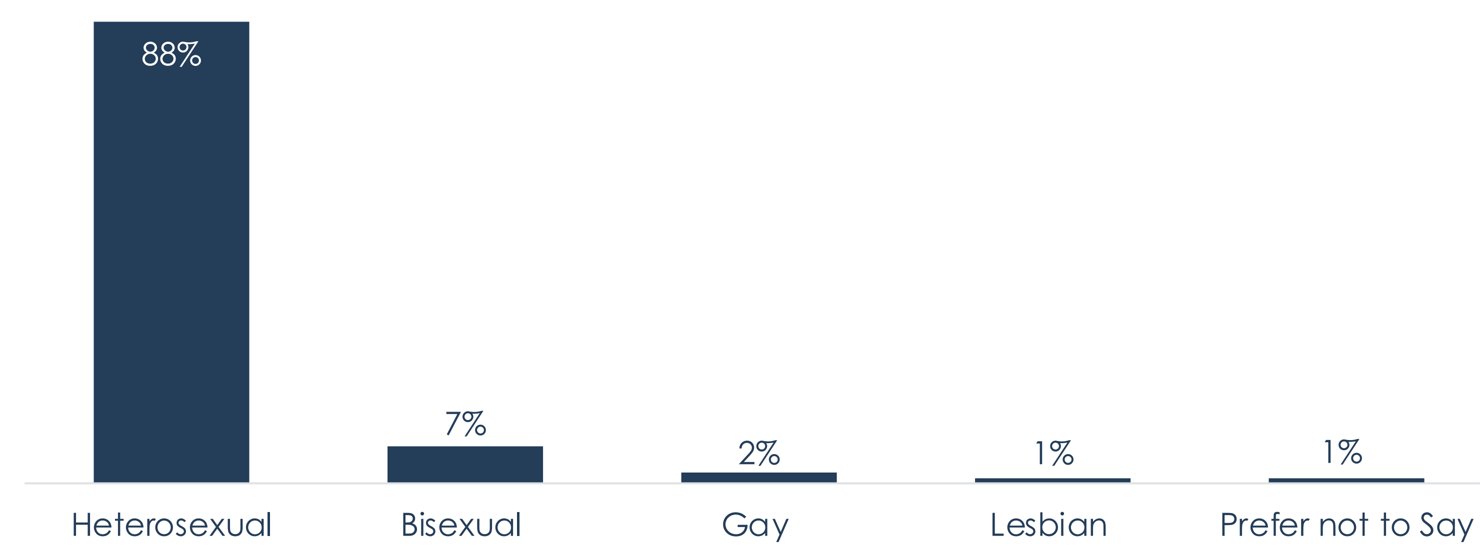
Parental Status

40%
Have children

Marriage Status

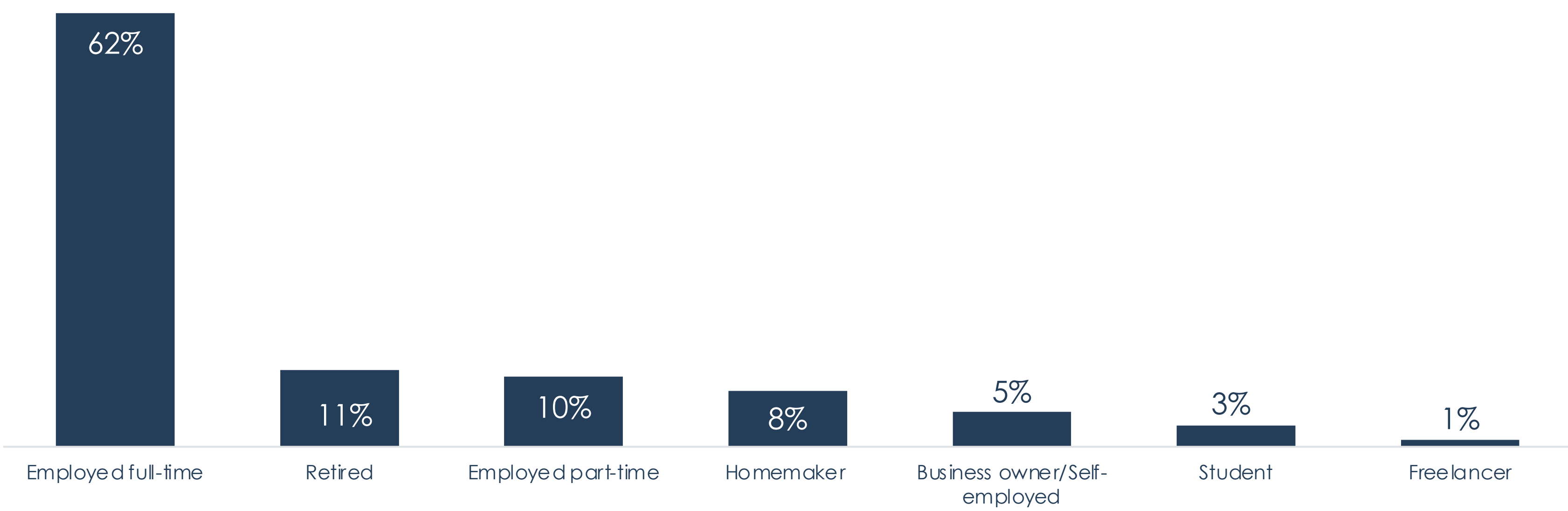


Sexual Orientation



Respondent Profile

Employment Status



Political Party

36% Democrat

26% Independent

30% Republican

***6%** Prefer not to say

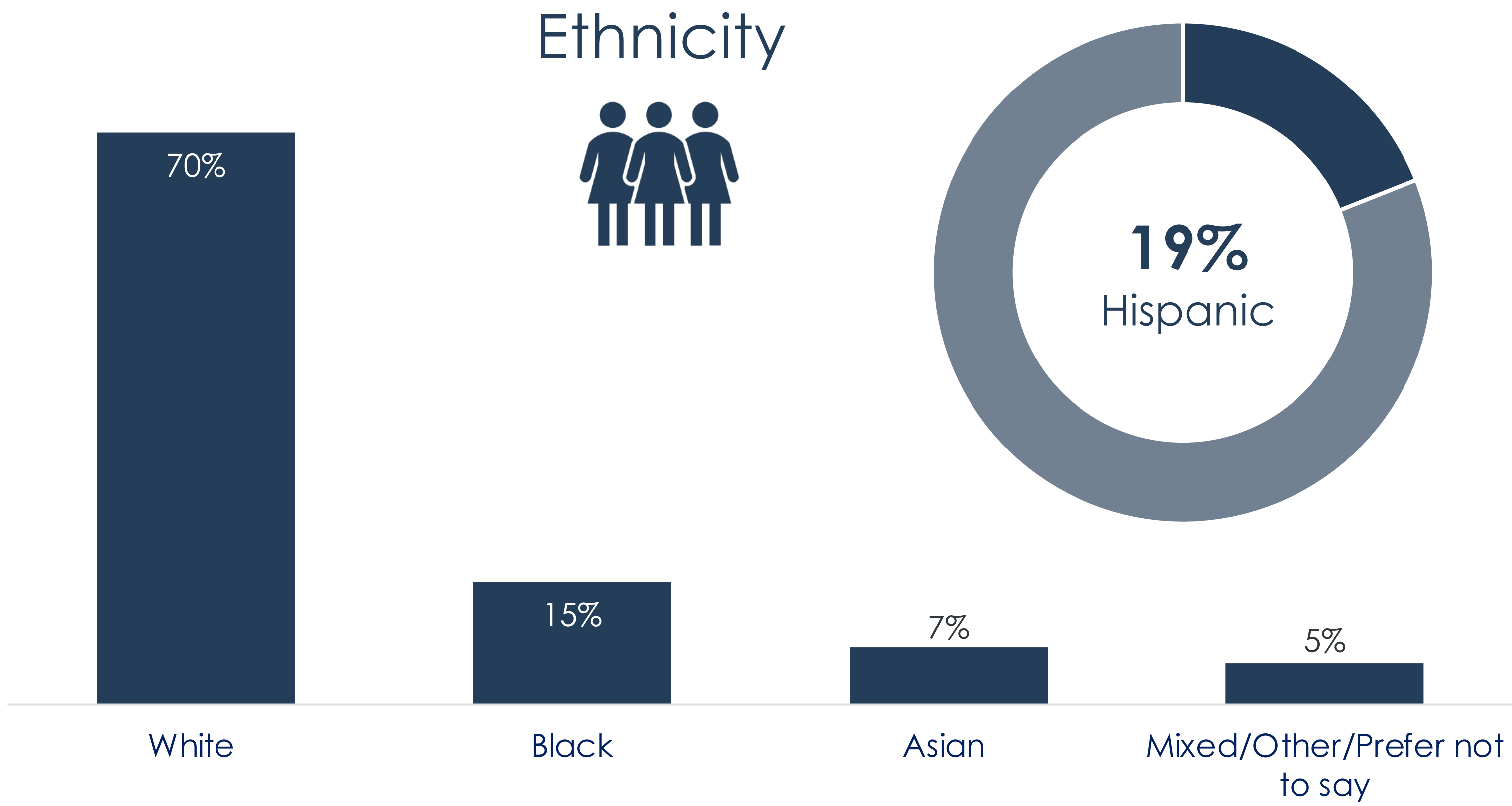
Area

52% Suburban

32% Urban

16% Rural

Ethnicity



Household Income