

The Skinny on Skincare — Part I

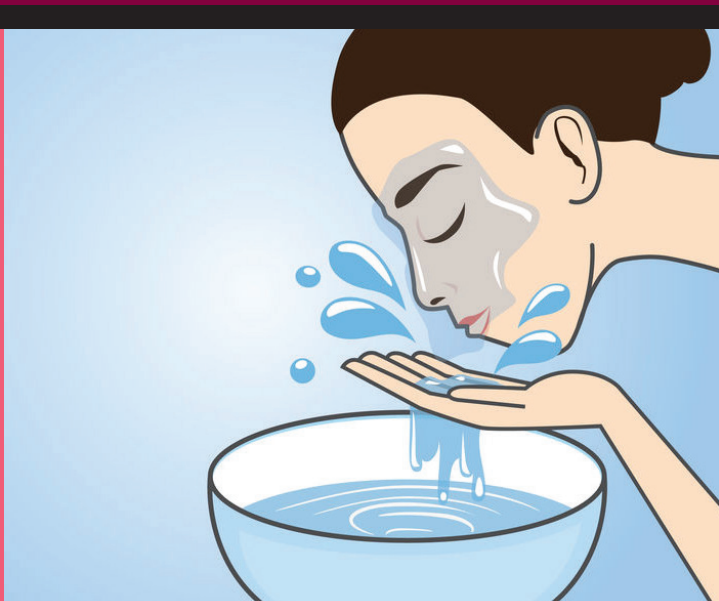
Skincare plays a starring role in the daily routine of beauty consumers. To understand this deep connection, The Benchmarking Company chatted with over 4,600 US female beauty consumers about their skincare routines and habits; what she's looking for in skincare, what types of products she buys, influencers, and more. Enjoy part one of this three-part series!

She's No Skincare Newbie

65% use anywhere from three to more than five skincare products daily

Her Skincare Routine

- **63%** wash their face 2x per day
- **57%** apply moisturizer 2x per day
- **38%** say it's me-time: the more steps, the better



Top Five Skincare Products She Uses Today

- #1 Facial cleanser (72%)
- #2 Eye cream (55%)
- #3 Makeup remover wipes (54%)
- #4 Anti-aging treatment (53%)
- #5 Exfoliator (52%)

**Brand Opportunity: Products She's Not Using Now But Would Try

- #1 Cleansing balm (67%)
- #2 Detoxifying treatments (61%)
- #3 Devices/neck treatments (56%)
- #4 Brightening/pore treatments (50%)
- #5 Mists/essences (52%)

Where She's Bought Facial Skincare In Past 12 Months (All Places Bought)

- #1 Superstore (51%)
- #2 Amazon.com (33%)
- #3 Drugstore (31%)
- #4 ULTA in-store (25%)
- #5 Sephora in-store (19%)

Top Five Skincare Concerns

Age	All	Gen Z (18 - 24)	Millennials (25 - 38)	Baby Gen X (39 - 53)	Boomer (54+)
#1	Acne/breakouts	Acne/breakouts	Acne/breakouts	Fine lines/wrinkles	Fine lines/wrinkles
#2	Dark eye circles	Dark eye circles	Dark eye circles	Dark eye circles	Dark eye circles
#3	Fine lines/wrinkles	Uneven skin tone	Uneven skin tone	Uneven skin tone	Sagging skin
#4	Uneven skin tone	Oily skin	Large pores	Under eye bags	Under eye bags
#5	Large pores	Large pores	Fine lines/wrinkles	Acne	Deep lines and wrinkles

**Brand Opportunity: Needs She Says AREN'T Being Met:

- **36%** dark under eye circles
- **30%** fine lines & wrinkles
- **27%** large pores
- **26%** acne/breakouts
- **22%** uneven skin tone/under eye bags



What's New? Most Popular Skincare Products Tried For The First Time In Past 12 Months

- **23%** sheet masks
- **15%** lip treatment
- **14%** serums, mists/essences, facial peels, eye creams, brightening treatments, anti-aging treatments

She Spends \$40+ For These Products

- **57%** devices
- **27%** serums
- **25%** anti-aging treatments
- **22%** neck cream

Most Important Factor When Buying New Facial Skincare

- **83%** suitable for my skin type
- **82%** will solve a problem that I have
- **76%** consumer claims that product works
- **72%** formulated to be clean/safe + no harmful ingredients



Biggest Facial Skincare Buying Influencers

Age	Gen Z (18 - 24)	Millennials (25 - 38)	Gen X (39 - 53)	Baby Boomer (54+)
#1	Positive product reviews (88%)	Positive product reviews (89%)	Positive product reviews/free samples (84%)	Free samples (84%)
#2	Free samples (78%)	Free samples (82%)	Family/friend recommendation (58%)	Positive product reviews (83%)
#3	On sale (66%)	On sale (61%)	On sale (55%)	On sale (57%)

Skincare = Love

- **97%** love to try new facial skincare products
- **89%** willing to spend more on higher quality
- **89%** always on the lookout for new products



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