

MAKE MINE SINGLE-DOSE

Do beauty consumers like to control how much product they apply, or do they want simple single-dose solutions dolled up in beautiful pearlescent beads? From hair care to skincare, single-dose beauty and personal care products are popping up on shelves everywhere. In addition to taking the guesswork out of how much product to use, single-dose products are viewed as more hygienic and travel-friendly. But is this enough for her to make the switch from more traditional formats? The format has both advantages and drawbacks, summarized in the results of our recent online survey of 3,000+ US female beauty buyers. Read on to discover which products she's currently consuming in single-dose form, which ones she'd like to see from brands, and more.

BRAND OPPORTUNITY

While traditional skincare products like anti-aging facial skincare (74%), serums (65%), oils (52%) and eye creams (49%) top her list of products that lend themselves to single dose packaging, she'd like to see wellness and specialty treatment products offered in single-dose format, such as:

- **37%** acne treatments
- **37%** health supplements
- **37%** brightening treatments
- **31%** anti-redness treatments
- **28%** personal lubricants
- **24%** Eczema/Rosacea treatments
- **23%** muscle/joint pain treatments

Brand Faves Offering Single-Dose Options

- **15%** Estée Lauder
- **12%** L'Oréal
- **10%** Neutrogena
- **10%** Elizabeth Arden
- **7%** ROC
- **5%** Rodan + Fields



Why She Buys Single-Dose

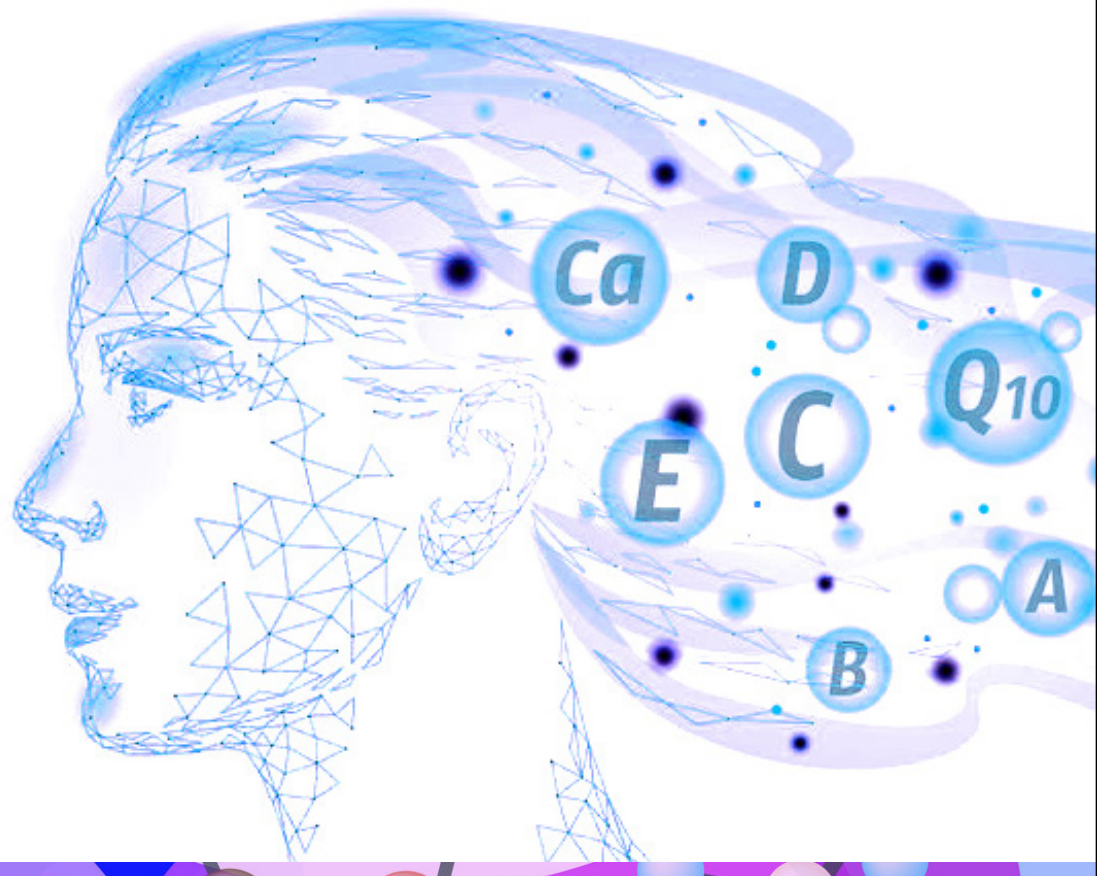
- **54%** travel-friendly
- **52%** don't have to guess how much product I'll need
- **47%** keeps product from being exposed to sun, bacteria and air
- **32%** helps product maintain its potency
- **31%** minimal product waste
- **30%** more hygienic
- **29%** less messy

It's Not Quite A "Regular" In Her Beauty Repertoire

- **47%** have bought single-dose beauty/personal care now or in the past
- **33%** bought just one time
- **15%** are regular single-dose buyers
- **49%** buy single-dose just on occasion
- **3%** wouldn't buy single-dose again

Single-Dose Skincare Buying Rules

- **91%** of single-dose buyers purchase skincare in this type of packaging
- **44%** buy hair care
- **31%** bath products
- **22%** fragrance
- **19%** body care
- **19%** sexual wellness/intimate care
- **19%** color cosmetics



Barriers to Use

- **38%** haven't seen many beauty products offered in this format
- **35%** seems more expensive
- **29%** extra packaging seems wasteful
- **28%** don't understand the benefit of single-dose
- **19%** current product formats suffice
- **17%** like to decide how much product to use for myself

How to Sway Non-Single Dose Users

- **77%** would try with free sample
- **54%** want to see positive reviews
- **45%** want to see proof that this format means better product performance
- **40%** friends/family recommendation
- **37%** positive consumer perception study results on single-dose products
- **29%** need evidence perceived packaging waste won't hurt the environment

Interested in customized beauty consumer research for your brand? Call 703.871.5300 or visit benchmarkingcompany.com or info@benchmarkingcompany.com for information on Beauty/Personal Care Product Testing and specialized consumer research.