

# MIDYEAR SKINCARE & MAKEUP ROUNDUP!

2022 is flashing by like a comet and it's time to do a midyear assessment of the US consumers' opinions and purchase behaviors for skincare and makeup. In this issue, we reveal the skincare and makeup products she buys most, what's not working for her, what she'd like to try (your brand opportunity!), where she learns about new products, and which brands she feels are most innovative. We've taken a generational dive into some of the study questions, yielding fascinating results. Enjoy!



## Beauty She Buys Now

- **95%** Skincare
- **95%** Hair care
- **92%** Makeup
- **69%** Fragrance
- **68%** Nail care



## Where She's Buying Skincare and Makeup

- **#1 Superstores (63% skincare/63% makeup)**
- **#2 Ulta (58% skincare/61% makeup)**
- **#3 Amazon.com (51% skincare/47% makeup)**
- **#4 Sephora (50% skincare/56% makeup)**
- **#5 Drug Stores (43% skincare/45% makeup)**

Type of Product	Use MORE now than during pandemic	Used SAME during pandemic as now	Use LESS now than during pandemic
Facial Skincare	<b>13%</b>	61%	26%
Body Skincare	<b>14%</b>	67%	19%
Hair Care Products	<b>19%</b>	63%	18%
Makeup	<b>46%</b>	42%	13%
Nail care	<b>34%</b>	53%	13%
Fragrance	<b>33%</b>	56%	11%

## Her Top Skin Concerns

- **53%** Fine lines and wrinkles
- **44%** Dark areas under eyes
- **37%** Hydration/dryness
- **34%** Uneven skin tone
- **32%** Large pores



## Top Skincare Products She's Buying

1. Body lotion/butter (**72%**)
2. Eye cream (**62%**)
3. Facial cleanser (not foaming) (**59%**)
4. Facial serum (**54%**)
5. Anti-Aging night moisturizer (**51%**)
6. Body scrub/exfoliator (**51%**)
7. Toner (**48%**)
8. Cleansing/makeup remover wipes (**43%**)
9. Facial exfoliator (**42%**)
10. Anti-aging day moisturizer (**40%**)

## BRAND OPPORTUNITY

**SHE BUYS PRODUCTS FOR THESE NEEDS, BUT THEY AREN'T WORKING FOR HER**

- 81%** Deep lines and wrinkles
- 78%** Under-eye bags
- 75%** Sagging skin
- 74%** Age spots
- 73%** Large pores



## Price Aside, She Looks For This When Buying Skincare

- **88%** Suitable for my skin type
- **86%** Says it will solve my problem
- **82%** Great product reviews/consumer claims
- **74%** Developed for my age group
- **71%** Cruelty-free

## Skincare Products She'd Love to Try

- **81%** Microbiome-friendly skincare
- **78%** Probiotics for skin
- **77%** Personalized skincare – I pick the ingredients
- **73%** Single dose skincare ampules
- **71%** AI apps to determine skin health

## Where She Most Often First Learns about Skincare Products

Gen Z	Older than Gen Z
<b>55%</b> My own online research	<b>48%</b> My own online research
<b>45%</b> TikTok	<b>36%</b> Samples received in-store
<b>41%</b> YouTube	<b>35%</b> Friends/family
<b>38%</b> Instagram	<b>35%</b> Skincare brand ad
<b>36%</b> On a store shelf	<b>33%</b> On a store shelf

## Top Makeup Products She's Buying

1. Mascara (**85%**)
2. Eye shadow (**76%**)
3. Concealer (**76%**)
4. Blush – powder or cream (**73%**)
5. Eye liner pencil (**69%**)
6. Liquid foundation (**67%**)
7. Lip gloss (**59%**)
8. Nail polish – liquid (**58%**)
9. Primer (**57%**)
10. Brow pencil (57%)



## Skincare Brands She Feels are Most Innovative

Gen Z	Older than Gen Z
<b>#1 CeraVe</b>	<b>#1 Olay</b>
<b>#2 The Ordinary</b>	<b>#2 L'Oréal</b>
<b>#3 Glow Recipe</b>	<b>#3 The Ordinary</b>
<b>#4 Olay</b>	<b>#4 Neutrogena</b>
<b>#5 Drunk Elephant</b>	<b>#5 Clinique</b>

## Makeup Trends She'd Love to Try

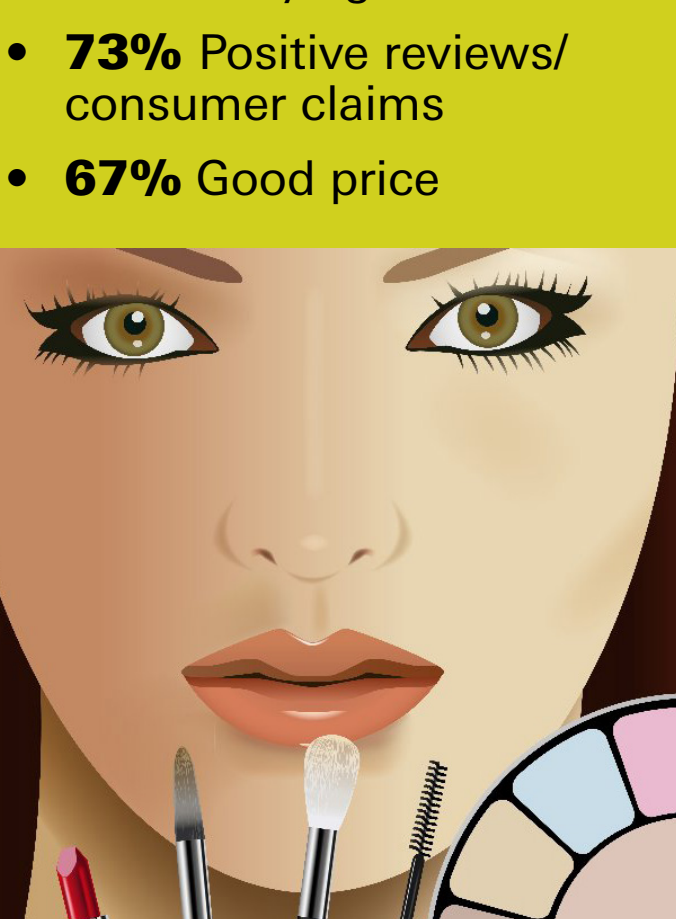
- **75%** Personalized makeup – I pick the ingredients
- **72%** Cream to powder foundations
- **71%** AI apps to see makeup on me before I try
- **65%** Eyeshadow sticks
- **64%** Foundation sticks

## Price Aside, She Looks For This When Buying Makeup

- **92%** Color/shade is right for me
- **89%** Suitable for my skin type
- **88%** Colorstay/lasts all day
- **78%** Strong product reviews/consumer claims
- **70%** Developed for people my age

## Biggest Skincare AND Makeup Buying Influencers

- **83%** Free samples to try before buying
- **73%** Positive reviews/consumer claims
- **67%** Good price



## Where She Most Often First Learns about Makeup Products

Gen Z	Older than Gen Z
<b>55%</b> My own online research	<b>49%</b> My own online research
<b>46%</b> On a store shelf	<b>45%</b> On a store shelf
<b>45%</b> Makeup brand ad	<b>44%</b> Samples received in store
<b>44%</b> TikTok	<b>44%</b> Makeup brand ad
<b>39%</b> Instagram	<b>39%</b> Friends/family

## Makeup Brands She Feels are Most Innovative

Gen Z	Older than Gen Z
<b>#1 Fenty Beauty</b>	<b>#1 L'Oréal</b>
<b>#2 e.l.f.</b>	<b>#2 Fenty Beauty</b>
<b>#3 L'Oréal</b>	<b>#3 Tarte</b>
<b>#4 Tarte</b>	<b>#4 MAC</b>
<b>#5 ColourPop</b>	<b>#5 Maybelline</b>

## What's Important to Each Generation?

	Beauty brands I buy are aligned with my personal values	Beauty brands I buy are considered "clean beauty" products	Products and packaging are sustainable
Gen Z (ages 15-25)	70%	69%	70%
Millennials (ages 26-41)	61%	68%	60%
Gen X (ages 42-57)	64%	70%	56%
Baby Boomers+ (ages 58+)	60%	71%	58%

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