

A PATCHWORK OF POSSIBILITIES

The market for skincare and wellness patches is expected to grow from \$6.7B to \$8.8B by 2027. Patches that deliver that extra boost of needed ingredients are becoming a regular part of her beauty and self-care routine. Used on their own in many formats, or in tandem with an ingestible supplement, patches have evolved as helping hands for those seeking relief from temporary cosmetic frustrations to chronic conditions. In today's infographic, find out what thousands of US beauty buyers expect from skincare and wellness patches, what they're buying now, and the market opportunity for your brand.



Could wellness patches be the next big thing for beauty brands? TBC predicts the answer is yes!

- 7% of beauty consumers currently use wellness patches
- 79% are interested in using wellness patches, but haven't tried them yet

BRAND OPPORTUNITY

Wellness Patches She'd Like to Try

- 87% Vitamin patches/Energy (tied)
- 86% Calming, mood enhancement
- 83% Sleep enhancement/ Improve mental clarity (tied)
- 79% Bone and joint support
- 77% Pain relief
- 70% Menstrual symptom relief (of women <50 years)

Why She'd Use Wellness Patches

- 98% Say using a wellness patch is an act of self-care
- 81% Would rather use for health concerns than ingest supplements
- 79% Patches may offer quicker results than supplements
- 77% Might work better than supplements/ medications due to higher absorption of active ingredients

What Matters – Wellness Patches

- Benefits listed on package
- Leak-proof patches
- Patches target problem areas/issues
- Are waterproof/ sweatproof
- Safety data easy to understand on package

Top Ingredients She Wants in a Wellness Patch

- 46% Vitamin B12
- 43% Vitamin D
- 37% Magnesium
- 32% Melatonin/ Omega-3s (tied)

52% of beauty consumers use skincare patches to address basic-to-complex skincare concerns



- 83% Buy more patch products now than 2 years ago
- 78% Use patches as part of a regular monthly routine
- 37% Use patches when she feels her skin needs special attention or a boost of something she isn't getting in her normal skincare routine
- 35% use patches at least 1x per week

Why Use a Skincare Patch?

- 83% Can see results quickly
- 80% An effective way to deliver a concentrated amount of needed ingredients to skin
- 61% Patches have a more dramatic, positive impact on my skin than other skincare products

Top 5 Skincare Patch Products She Buys Now

All Respondents	Gen Z-specific
57% Eye depuffing	66% Acne/pimple hydrocolloid
56% Hydration	51% Hydration
52% Dark under-eye circle corrector	46% Nose pore patch
43% Nose pore patch	44% Eye depuffing
42% Acne/pimple hydrocolloid	43% Dark under-eye circle corrector

BRAND OPPORTUNITY

Skincare Patches She's Not Using Yet, But Wants to Try



- 72% Skin smoothing/ Smile lines (tied)
- 69% Skin firming
- 68% Lip patches
- 61% Fine lines/Wrinkles
- 55% Dark spot brightening/ Hyperpigmentation

What's Important When Making a Skincare Patch Buying Decision

- Efficacy
- How it feels on skin
- Benefits are clearly listed on package
- How quickly I can see benefits
- Ingredients

Her Varied Patch Portfolio

- 54% Buy mass brands patches (<\$11 per set)
- 50% Feminine brands
- 50% Gender neutral brands
- 44% Masstige priced patches (\$12-24 per set)
- 29% Premium brands (\$25+ per set)

Usage Habits

- 37% use for 10-24 minutes
- 66% use at night



Patch Preferences

- 62% Say they would wear patches throughout the day
- 54% Say the ideal time to wear is overnight
- 52% Prefer clear patches for day wear
- 40% Desire skin-colored patches for short term wear
- 36% Are drawn to sparkly/glitter patches for short term wear

Eye Patch Buyers Buy Them For...

- 82% Eye depuffing
- 81% Eye area hydration
- 75% Eliminating under eye circles
- 74% Eye area brightening
- 71% Smooth fine lines and wrinkles/Crow's feet

Favorite Skincare Patch Brands

- Hero Cosmetics
- Patchology
- Peter Thomas Roth
- Neutrogena
- CosRX



Socials are a Major Source for Learning about Patches

All Respondents	Gen Z-specific
64% In store	74% TikTok
51% Amazon.com	64% In store
49% Instagram	52% Free samples
44% TikTok	51% Instagram

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