

# BETTING ON BETTER BEAUTY SLEEP

Getting a good night’s sleep is vital for skin to repair and regenerate, leading to a healthy, vibrant complexion. Yet, 93% of beauty buying US females have experienced trouble falling asleep, staying asleep, and/or feeling tired upon waking, resulting in skin concerns, as well as issues affecting mood, focus, and energy. Which beauty products and brands does she trust to help her wind down and refresh at the end of the day, and what is she looking to try next to get those elusive Zzzz’s? Find out what more than 4,000 US females are seeking in sleep aids and the nighttime products she’d like to explore from your brand.



## She’s Got Sleep Issues

- **97%** occasionally, frequently, or always experience sleep disruptions
- **93%** have trouble falling asleep, staying asleep, or feel tired upon waking
- **74%** would spend \$100 to \$2,000+ annually on sleep aids that worked

She rates her quality of sleep a 6.2 out of 10



## She Agrees Sleep is Important

- **100%** agree lack of sleep affects overall health, skin health, hair health
- **98%** feel better about how they look after a good night’s sleep
- **93%** are interested in using any type of product (i.e. medical device, drug/supplement, holistic approaches, aromatherapy, bedding/clothing, home care, wearable technology, etc.) to help with her sleep routine

## Beauty Renewal Begins with Sleep — and She Knows It

- **72%** Skin generation/regeneration
- **67%** Reduction in inflammation
- **64%** Collagen production
- **54%** Hydration
- **52%** Hair growth



## Skin, Strands, and Sleep Synergy

- **99%** say having a nighttime beauty & personal care routine is important
- **97%** believe overnight skincare/hair care products are boosted by the body’s natural cellular repair cycle that occurs while you sleep
- **95%** are interested in beauty products designed to work while she sleeps
- **92%** are willing to sleep with products that might make her a bit less comfortable while sleeping in exchange for waking up with better hair/skin
- **76%** actively seek out and use skincare/hair care products designed to work while she sleeps

## Why She Has a Nighttime Beauty Routine

- **71%** to enhance the product’s benefits through my body’s overnight repair & recover abilities
- **66%** helps me wind down and de-stress
- **57%** promotes my overall health with a sleep routine



## Not Enough Sleep and She Experiences...

- **72%** dark under-eye circles
- **67%** bags under the eyes
- **65%** puffiness
- **62%** dehydrated skin
- **56%** dull skin



### BRAND OPPORTUNITY:

## She’s Interested in Trying These Nighttime Skincare Products

	All	Gen Z	Millennials	Gen X	Baby Boomers
Anti-wrinkle patches for face/chest	83%	62%	83%	86%	81%
Eye cream	82%	79%	84%	83%	75%
Night cream	81%	79%	84%	82%	73%
Hydrating toners/essences	81%	82%	85%	82%	73%
LED lights	70%	66%	79%	72%	50%
Overnight peels	66%	69%	76%	65%	47%
Body wraps	65%	67%	75%	66%	42%
Pimple patches	37%	76%	61%	36%	12%



83%

of women surveyed use or are interested in using overnight hair care products to wake up with dreamy locks

### BRAND OPPORTUNITY:

## Overnight Hair Care Products She’d Love to Explore

	Currently Use	Interested in Using
Beauty pillow	9%	88%
Hair mists	18%	78%
Scalp treatments	15%	77%
Heatless curls/waves	12%	76%
Hair masks	27%	68%
Silk pillow cover	34%	63%
Bonnet	18%	61%
Hair oil	33%	55%

### BRAND OPPORTUNITY:

## Circadian-Supporting Body Care She’s Seeking

- **89%** sleep-inducing body balms
- **86%** overnight body masks
- **82%** silk sheets
- **72%** exfoliating nighttime body treatments
- **63%** body oils
- **61%** aromatherapy for body



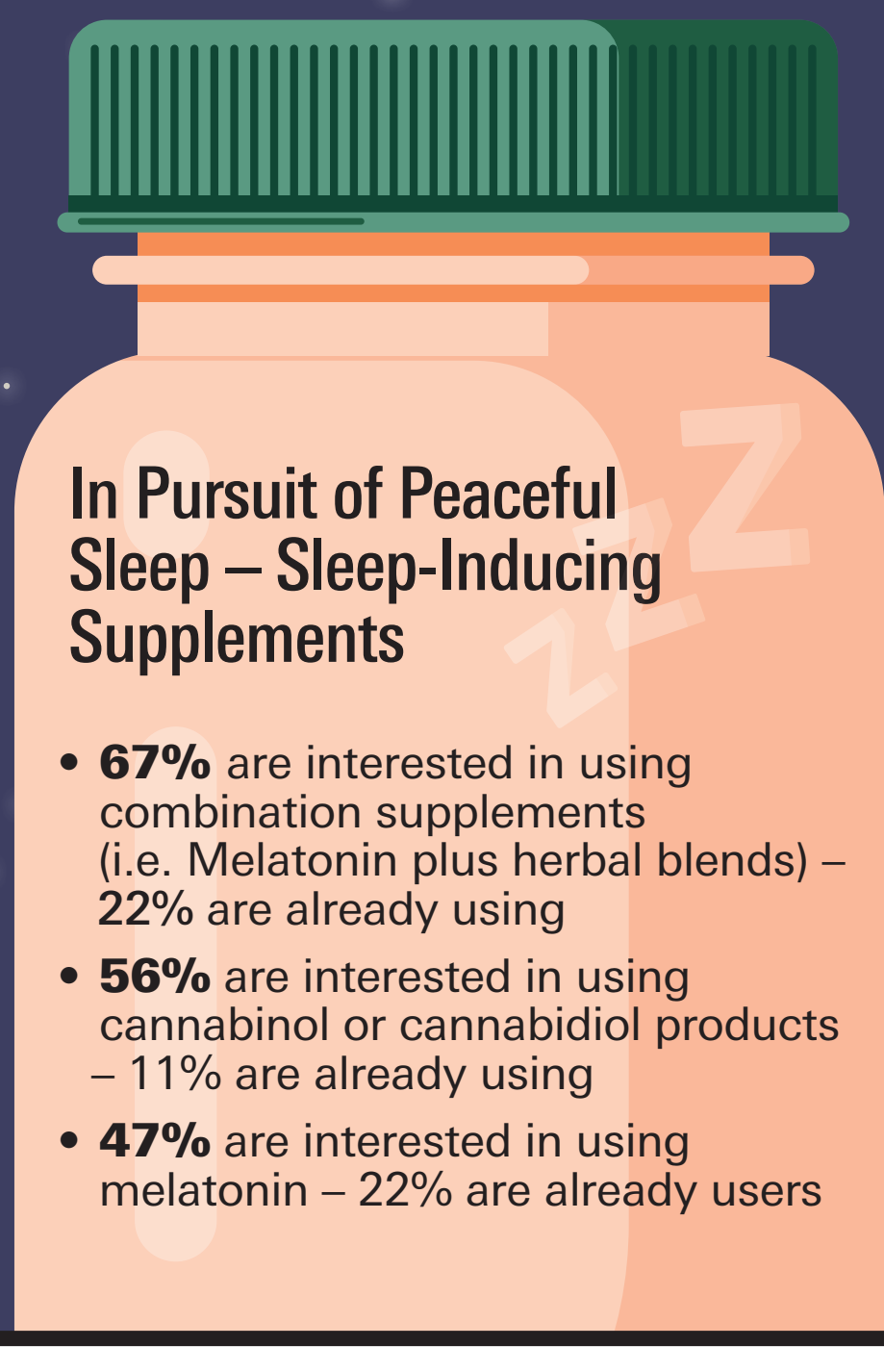
89%

of women surveyed use or are interested in using overnight body care products

## She Wants to Sleep Her Way to Clarity and Calm

### Sleep benefits that are most appealing

- **68%** better focus throughout the day
- **65%** emotional regulation/improved mood, wake up feeling restful (tied)
- **55%** improves skin health and appearance
- **50%** increased memory function



## In Pursuit of Peaceful Sleep – Sleep-Inducing Supplements

- **67%** are interested in using combination supplements (i.e. Melatonin plus herbal blends) – 22% are already using
- **56%** are interested in using cannabiniol or cannabidiol products – 11% are already using
- **47%** are interested in using melatonin – 22% are already users

## A Plethora of Pillow-Perfect Sleep Solutions

Women were asked what they believe could contribute to more restful sleep

- **72%** beauty & personal care products
- **71%** aromatherapy
- **60%** essential oils
- **59%** weighted blankets, body wraps, etc.
- **48%** pillow mists

## Fragrant Formulas for a Faster Flight to Dreamland

### She expresses her interest in:

- **77%** aromatherapy jewelry (bracelets and necklaces designed to hold essential oils)
- **65%** room or bedding spray
- **63%** calming candles
- **61%** oil or wax diffusers



## Brands She Trusts for Overnight Skincare

- **40%** Olay
- **32%** CeraVe
- **30%** Neutrogena
- **27%** \*Other, please specify
- **21%** The Ordinary

Other\* commonly cited: Clinique, CosRx, Boots No7, Perricone MD

## Brands She Trusts for Overnight Hair Care

- **23%** Moroccanoil
- **20%** L'Oréal
- **17%** Olaplex
- **11%** Kérastase
- **11%** Aveda

## Overnight Body Care Brands She Uses

- **44%** Bath & Body Works
- **36%** CeraVe
- **36%** Olay
- **29%** Neutrogena
- **21%** Nivea

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