

## SCALP & SKIN SOS

While most U.S. female beauty buyers believe their facial skin is in good condition—65% rating it as “somewhat healthy” and 23% as “very healthy”—a remarkable 84% still turn to skincare products to stave off issues or at the first sign of skin concerns. According to The Benchmarking Company’s August 2025 primary study of 3,460 female beauty and personal care shoppers, women are not only proactive about facial skincare but are also paying closer attention to scalp health, an area often overlooked in traditional beauty routines. This exclusive infographic highlights today’s top consumer concerns across facial skin, body care, and scalp health, while revealing how scalp care is quickly becoming as essential as skincare. It also explores the go-to products women rely on daily and the innovative beauty solutions they’re eager for brands to deliver next—insights every beauty and personal care brand needs to stay ahead in this evolving market.



### The Hunt Is On

- **93%** would likely try a product that claims to improve her skin or scalp in a new way
- Just **59%** are somewhat-to-very satisfied with current solutions they use to combat facial skin concerns
- **52%** are somewhat-to-very satisfied with current body care products
- Only **42%** are somewhat-to-very satisfied with their current scalp products

**55%**

are curious about different skin and scalp solutions

(while **42%** are downright excited to find those solutions!)



### Top Skin & Scalp Woes

#### FACIAL SKIN

- **66%** fine lines and wrinkles
- **49%** dry skin
- **43%** hyperpigmentation or dark spots
- **43%** clogged pores
- **40%** dark undereye circles
- **38%** acne

#### SCALP

- **45%** itchy scalp
- **41%** hair thinning or hair loss
- **41%** dry scalp
- **30%** flaking or dandruff
- **24%** oily scalp
- **24%** product build-up on scalp

#### BODY SKIN

- **63%** dry skin
- **52%** loss of firmness
- **48%** stretch marks
- **46%** cellulite
- **38%** in-grown hairs

### Why Facial Skin, Body Skin or Scalp Solutions Fall Short

- **56%** takes too long to see results
- **54%** too many options to know what to choose
- **53%** treatments are too expensive
- **53%** unsure which products are right for my skin/hair/scalp

### Troubled Skin Product Decision Drivers

- **46%** proven efficacy with consumer claims and/or clinical claims
- **34%** fast results
- **33%** dermatologist-tested or recommended

### More Than Just Skin Deep - Her Issues Make Her Feel...

- **61%** self-conscious
- **56%** frustrated
- **38%** overwhelmed

### What’s Behind Her Skin & Scalp Struggles

- **70%** stress
- **65%** hormones
- **58%** lack of sleep
- **55%** environmental triggers
- **52%** lifestyle



### Shopping Priorities When Skin Misbehaves

- **69%** ingredients proven to solve the issue
- **64%** clearly defined benefits that match her specific concerns
- **47%** proof that the product works in the form of claims, B&As and/or product reviews
- **47%** dermatologist/doctor recommended
- **42%** products are clean



### Her Crown Care Routine to Prevent Scalp Issues

- **48%** clarifying shampoo
- **41%** dry shampoos or scalp refreshers
- **35%** sulfate-free shampoo
- **30%** anti-dandruff shampoo
- **24%** scalp massage and cleansing tools
- **17%** hair growth serums
- **15%** fragrance-free hair care



### Her Facial Skin Health Arsenal

- **78%** sunscreen
- **60%** hydrating serums or masks
- **52%** eye creams and patches
- **49%** micellar water



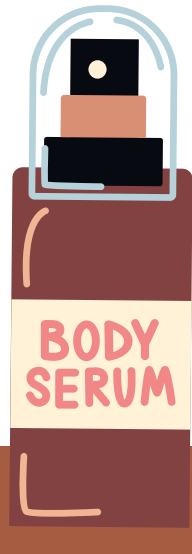
### Bring On Body Care – She’s Using

- **78%** body creams/lotions
- **44%** body exfoliators
- **37%** ointments
- **34%** medicated ointments
- **33%** clinical strength deodorant/antiperspirants
- **28%** all-over deodorant



### Body Care Products on Her Radar

- **79%** caffeine-based firming creams
- **77%** cellulite creams
- **75%** body serums
- **75%** body masks
- **74%** leave-on exfoliation lotions (i.e. BHA, AHA)
- **72%** massage activated body oils or sticks



## BRAND OPPORTUNITY Future Fixes She Fancies

#### FACIAL SKIN & BODY SKIN

- **76%** products designed to promote cell longevity
- **74%** products formulated with exosomes
- **71%** microbiome support for the skin
- **69%** bioactive peptides to calm inflammation and promote barrier recovery
- **64%** oral beauty supplements
- **60%** wearable patches or LED devices that monitor skin
- **59%** epigenetics
- **59%** barrier focused formulations
- **58%** neurosensory skincare that impacts mood

#### SCALP

- **75%** scalp microbiome support
- **73%** longevity-promoting scalp care
- **72%** exosome-based scalp serums
- **67%** stem-cell therapies to stimulate scalp rejuvenation and hair follicle repair
- **67%** epigenetic scalp therapies
- **67%** barrier repair scalp treatments



## Products of Interest by Skin Situation

#### OF THOSE WHO EXPERIENCE ACNE...

Acne cleansers	Currently use	66%
	Don't use but interested	26%
Pimple patches	Currently use	62%
	Don't use but interested	31%
Acne treatments (i.e. lotions/serums)	Currently use	55%
	Don't use but interested	37%

#### OF THOSE WHO EXPERIENCE REDNESS/IRRITATION/SENSITIVITY...

Niacinamide products	Currently use	34%
	Don't use but interested	55%
Anti-inflammatory or calming creams	Currently use	24%
	Don't use but interested	68%
Barrier creams	Currently use	23%
	Don't use but interested	64%

#### OF THOSE WHO EXPERIENCE SKIN DISCOLORATION/SUN SPOTS/DARK SPOTS...

Vitamin C products	Currently use	46%
	Don't use but interested	50%
Spot correcting products	Currently use	21%
	Don't use but interested	68%
Hydroquinone or hydroquinone alternatives	Currently use	6%
	Don't use but interested	72%

#### OF THOSE WHO EXPERIENCE PSORIASIS OR ROSACEA...

Niacinamide products	Currently use	44%
	Don't use but interested	45%
Anti-inflammatory or calming creams	Currently use	38%
	Don't use but interested	55%
Medicated topical creams	Currently use	29%
	Don't use but interested	54%

#### OF THOSE WHO EXPERIENCE UNBALANCED SKIN (TOO OILY, TOO DRY)...

Hydrating serums or masks	Currently use	59%
	Don't use but interested	37%
Clarifying treatments	Currently use	22%
	Don't use but interested	68%
Micellar waters or gentle cleansers	Currently use	48%
	Don't use but interested	44%

#### OF THOSE WHO EXPERIENCE SIGNS OF AGING...

Retinol/retinoid treatments	Currently use	42%
	Don't use but interested	50%
Niacinamide products	Currently use	32%
	Don't use but interested	59%
Retinol-alternatives	Currently use	13%
	Don't use but interested	77%

### Got Great Claims Like These? You Need Them!

Contact The Benchmarking Company to learn about consumer in-home use testing (IHUT) for marketing claims and risk mitigation.

“94% of users saw visible improvement in the appearance of their cellulite in just 14 days.”

**Results**  
91% said treatments removed unwanted brassiness  
86% said hair looks brighter and more vibrant  
85% said hair looks visibly healthier  
80% said hair feels less brittle and looks less damaged

“87% of women noticed a reduction in fine lines and wrinkles in 28 days.”

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.