

Facial Skincare – US – 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the facial skincare market.
- How skepticism fuels demand for proof of product efficacy
- TikTok's impact on the skincare market and trends
- How sustainability will shape the future of skincare

In spite of COVID-19-related disruptions, the facial skincare market was able to stave off major losses thanks to the functional and routine nature of the category along with the heightened desire for self-care. However, the pandemic did still have a profound impact on routines and how consumers engage in the space. 47% of adults who used more skincare products or tried a new product this year cite concern surrounding skin health/hygiene as a top reason. While some adults increased their usage of skincare products, others lessened usage due to changes to their daily routines, like less makeup wearing (62%) and less shopping (41%).

As the threat of the virus subsides, there are opportunities to develop products based on new lifestyle needs. Increased environmental activism opens doors for sustainable innovations while a greater need for relaxation, combined with on-the-go-lifestyles, will see products like masks and treatments evolve into more convenient formats.



"The stress and health concerns brought on by the pandemic had a varied impact on facial skincare routines and product usage. A greater focus on both physical skin health and mental health drove usage of skincare products like treatments, masks and even cleansers – allowing the market to stave off major losses."

– Clare Hennigan, Senior Beauty Analyst

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- **Skincare experiences the “mask effect”**
- **Prove value and results by harnessing new technologies**

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- **Momentum slows, but market continues to grow**

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