

# 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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## Table of Contents

### OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context
- Economic and other assumptions
- COVID-19: US context

### EXECUTIVE SUMMARY

- Bring emotional benefits and holistic wellness into skincare
- Reimagine wellness rituals for fast-paced lifestyles
- Make the clinical skincare space more “fun” with unique product formats
- Focus NPD on skin health and the microbiome
- Ingestible products stand to resonate with Hispanic consumers
- Sustainability will shape the future of skincare
- Be an advocate for preservation
- Bring transparency into the sustainability movement
- Tap into skiminalism trends to denote sustainability and quality
- Leverage recognizable and clinically backed ingredients to improve trust
- Skincare is going back to the basics
- Encourage trade-ups by proving product efficacy and safety
- Increase repeat purchases by harnessing new technologies
- An “ingredient-first” approach to shopping increases demand for transparency
- Market overview
- Impact of COVID-19 on facial skincare

Figure 1: Short-, medium- and long-term impact of COVID-19 on facial skincare, June 2021

### THE MARKET – KEY TAKEAWAYS

- Momentum slows, but market continues to grow
- Skincare experiences the “mask effect”
- Prove value and results by harnessing new technologies

### MARKET SIZE AND FORECAST

- Momentum slows, but market continues to grow

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Figure 2: Total US sales and fan chart forecast of facial skincare products, at current prices, 2016-26

Figure 3: Total US retail sales and forecast of facial skincare and anti-aging products, at current prices, 2016-26

- **Impact of COVID-19 on facial skincare**

### SEGMENT PERFORMANCE

- **Skincare experiences the "mask effect"**
- **Will the future of anti-aging complement or compete with professional services?**

Figure 4: Total US retail sales of facial skincare and anti-aging products, by segment, at current prices, 2019 and 2021

### MARKET FACTORS

- **Encourage trade-ups by proving product efficacy**
- **Focus on sensory benefits to boost men's participation**  
Figure 5: Repertoire of product usage, by men's age group, March 2021
- **Prove value and results by harnessing new technologies**
- **Pandemic-induced trading-down behaviors could continue long-term**

### COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Leading companies benefit from "expert" approval**
- **Bring "fun" into the clinical skincare space with unique product formats**
- **Highlight that recognizable ingredients denote safety**

### MARKET SHARE

- **Leading companies benefit from "expert" approval**  
Figure 6: TikTok – Skincare by Hiram  
Figure 7: Multi-outlet sales of facial skincare and anti-aging products, by leading companies, rolling 52 weeks 2020 and 2021

### COMPETITIVE STRATEGIES

- **Bring "fun" into the clinical skincare space with unique product formats**  
Figure 8: Mintel GNPD – Starface and Peace Out Skincare
- **Brands are renovating offerings to meet new lifestyle needs**
- **Makeup brands blur category lines with hybrid products...**  
Figure 9: Mintel GNPD – Kosas
- **...and skincare brands are expanding from the face to the body**

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Infographic Overview

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Interactive Databook

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Figure 10: Mintel GNPD – Summer Fridays

- **Tap into skinnimalism trends to denote sustainability and quality**

Figure 11: Mintel GNPD – Covey

## MARKET OPPORTUNITIES

- **Highlight recognizable ingredients to denote safety**
- **Adjust communication strategies to align with key audiences' desired results**
- **Focus NPD on skin health and the microbiome**
- **Sustainability will shape the future of skincare**
- **Be an advocate for preservation**
- **Bring transparency into the sustainability movement**
- **Take Gen Z's love of TikTok's entertainment value to the next level for continued engagement**

Figure 12: Mintel GNPD – Sunday Riley

Figure 13: Drunk Elephant – Microbiome vs. skin barrier

## THE CONSUMER – KEY TAKEAWAYS

- **Consumer segments defined by attitudes toward facial skincare**
- **Position on-the-go products as micro-moments for self-care**
- **Target innovation to serve both physical and mental health**
- **Encourage trade-ups and boost repeat purchase rates by demonstrating and proving efficacy**
- **Ingestible products stand to resonate with Hispanic consumers**
- **Reduce confusion and build loyalty with customizable products**

## CONSUMER SEGMENTATION

Figure 14: Facial skincare segmentation, March 2021

- **Group 1: Skincare Specialists**

Figure 15: Attitudes toward skincare, by skincare specialists, March 2021

- **Group 2: Passionate Pragmatists**

Figure 16: Attitudes toward skincare, by passionate pragmatists, March 2021

- **Group 3: Functionalists**

Figure 17: Attitudes toward skincare, by functionalists, March 2021

- **Group 4: Enthusiastic Experimenters**

Figure 18: Attitudes toward skincare, by enthusiastic experimenters, March 2021

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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## PRODUCT USAGE AND FREQUENCY

- **Product staples benefit from strong usage**  
Figure 19: Product usage, March 2021
- **Women drive category growth**  
Figure 20: Product usage, by gender, March 2021
- **Shifting preferences among younger consumers give rise to new, eco-friendly formats**  
Figure 21: Dieux Skin – Forever Eye Mask  
Figure 22: Experiment Beauty – Avant Guard
- **Biodegradable ampoules make single-use eco-friendly**  
Figure 23: Product usage, by age, March 2021
- **Products that match the results of professional services stand to resonate with Hispanic consumers**  
Figure 24: Select product usage, by race and Hispanic origin, March 2021
- **COVID-19 impacts product usage frequency**  
Figure 25: Product usage frequency, March 2021

## REASONS FOR USING SKINCARE PRODUCTS MORE OR LESS

- **Target innovation to serve both physical and mental health**  
Figure 26: Reasons for using skincare products more often, March 2021
- **Expect conscious consumption and “skinimalism” trends to impact usage frequency post-pandemic**  
Figure 27: Experiment Beauty – Sustainability post  
Figure 28: Reasons for using skincare products less often, March 2021

## PURCHASE INFLUENCERS

- **Encourage trade-ups by demonstrating efficacy**  
Figure 29: Purchase influencers, March 2021
- **Highlight convenience to appeal to men**  
Figure 30: Purchase influencers, by gender, March 2021
- **Expect mass brands to tap into the menopause market**  
Figure 31: Purchase influencers, by age, March 2021

## BENEFITS SOUGHT

- **Evolve “ingredient stories” into “formula stories”**
- **What’s happening now and why are consumers purchasing based off ingredients?**
- **What’s next?**  
Figure 32: Instagram post – Here’s what an INCI doesn’t tell you  
Figure 33: Benefits sought, March 2021

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Higher expectations from routines creates room for complementary ingestible products**

Figure 34: Benefits sought, by race and Hispanic origin, March 2021

- **Expect the sun protection space to heat up**

Figure 35: Benefits sought, by segmentation, March 2021

## INTEREST IN SKINCARE TRENDS AND INNOVATIONS

- **Skin minimalism is driving interest in multipurpose products**
- **What's next for K-beauty?**

Figure 36: Interest in skincare trends and innovations, March 2021

- **Reduce confusion and build loyalty with customizable products**

Figure 37: Interest in skincare trends and innovations, by age, March 2021

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**
- **Consumer qualitative research**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

## APPENDIX – THE MARKET

Figure 38: Total US retail sales and forecast of facial skincare and anti-aging products, at inflation-adjusted prices, 2016-26

Figure 39: Total US retail sales of facial skincare and anti-aging products, by segment, at current prices, 2019 and 2021

Figure 40: Total US retail sales of facial skincare and anti-aging products, by channel, at current prices, 2016-21

## APPENDIX – COMPANIES AND BRANDS

Figure 41: Multi-outlet sales of facial anti-aging products, by leading companies and brands, rolling 52 weeks 2020 and 2021

Figure 42: Multi-outlet sales of facial cleansers, by leading companies and brands, rolling 52 weeks 2020 and 2021

Figure 43: Multi-outlet sales of facial moisturizers, by leading companies and brands, rolling 52 weeks 2020 and 2021

## What's included

Executive Summary

Full Report PDF

Infographic Overview

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Figure 44: Multi-outlet sales of acne treatments, by leading companies and brands, rolling 52 weeks 2020 and 2021

Figure 45: Multi-outlet sales of lip balm, by leading companies and brands, rolling 52 weeks 2020 and 2021

### APPENDIX – THE CONSUMER

- **Consumer segmentation factors**

Figure 46: Attitudes toward skincare, March 2021

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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