

Facial Skincare - US - 2022

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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 usage trends impact the facial skincare market
- How category players are innovating offerings to stand out from the competition
- What consumers want from the category and why

51% of consumers consider proven efficacy as a primary purchase factor for facial skincare, making it the top-cited attribute that consumers look for when shopping for facial skincare.

While price hikes due to inflation could lead some shoppers to trade down to less-expensive options, category players that are open and transparent with consumers about price increases could earn long-term loyalty.

In addition to the rise of savvy shopping behaviors due to economic upheaval, private label brands are increasingly taking steps to improve quality and compete with more mid-tier brands, intensifying competition within the market.

Given the elevated level of importance being placed on skin health, category players that pivot their strategies to incorporate and promote more skin health benefits will see success in today's wellness-focused environment.



"The facial skincare market has seen steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration."

– **Olivia Guinaugh, Senior Beauty & Personal Care Analyst**

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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Total US sales and fan chart forecast of facial skincare market, at current prices, 2017–27
Figure 2: Category outlook, 2022–27
- **Opportunities and challenges**
- **Tap into skin minimalism trends to reach key audiences**
Figure 3: Multi-step routines are wasteful, by age, 2022
- **Skin health is top of mind**
- **Elevate sustainability initiatives**
Figure 4: Mono Skincare, 2022
- **Growing concerns over inflation will have shoppers looking for value**
- **Prove product efficacy to win BPC users' trust**
- **Get a peek for "what's next" by looking at skincare trends in APAC**
- **Key consumer insights**

MARKET SIZE AND FORECAST

- **Facial skincare market expected to maintain slow yet steady growth**
Figure 5: Total US sales and fan chart forecast of facial skincare market, at current prices, 2017–27
Figure 6: Total US sales and forecast of market, at current prices, 2016–26

SEGMENT PERFORMANCE

- **All segments see gains**
Figure 7: Total US retail sales of facial skincare and anti-aging products, by segment, at current prices, 2020 and 2022

MARKET FACTORS

- **Rising inflation rates accelerate value-driven behaviors**

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Figure 8: Consumer Price Index change from previous period, 2010–22

- **Earn long-term loyalty by being transparent about price hikes**

Figure 9: Instagram post from Deciem, 2022

MARKET SHARE

- **Expert approvals give leading companies a boost in sales**
- **Unilever gains a competitive edge by acquiring Paula’s Choice**
- **Private label turns in the strongest sales performance**
- **Sales of facial skincare by company**

Figure 10: Multi-outlet sales of facial skincare and anti-aging products, by leading companies, rolling 52 weeks 2021 and 2022

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Utilize #SkinTok to reach key audiences**
Figure 11: TikTok post from Dr. Howard, 2020
- **Utilize tech to enhance and prove product efficacy**
Figure 12: Effectim
Figure 13: Le Mieux’s Ionized Oxygen Infuser
Figure 14: Therabody’s TheraFace Pro, 2022
- **Leverage a stronger eco-ethical positioning to reach conscious shoppers**
Figure 15: Select eco-ethical claims in new facial skincare launches in the US, 2018–22
Figure 16: Ulé Beauty vertical farming
Figure 17: MONO Skincare, 2022
Figure 18: Kate McLeod Face Stone, 2021
- **Bioengineered ingredients are the future of sustainable skincare**
Figure 19: Tiny Associates
Figure 20: Instagram post from MAKE Beauty, 2022
- **Consumer demand for vegan skincare continues to intensify**
Figure 21: Vegan claims in new facial skincare launches, 2017–22
- **Find out “what’s next” by looking at skincare trends in APAC**
Figure 22: I don’t participate in skincare trends, by age, 2022
- **What’s trending in K-Beauty?**
Figure 23: Abib Calming Set, 2022
Figure 24: Saro de Rúa Freeze-Dried Hyaluronic Acid Anti-Aging System, 2021

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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- **Keep up with the evolution of clean beauty**

THE FACIAL SKINCARE CONSUMER – FAST FACTS

PRODUCT USAGE

- **Most facial skincare products see usage gains, especially lip balm**

Figure 25: Usage of products, 2021–22

- **Perceptions of increased efficacy drives treatment usage**

Figure 26: Types of anti-aging and acne treatments used, 2022

- **Take advantage of younger men’s growing interest in skincare**

Figure 27: Usage of select facial skincare products, by gender, 2022

- **Showcase the value of discretionary items on social media**

Figure 28: Usage of select facial skincare products, by age, 2022

- **Entice young adults by bringing elements of fun into the skincare space**

Figure 29: TikTok post about Love & Pebble’s Beauty Pops, 2022

- **Asian and Black adults drive usage of specialty skincare products**

Figure 30: Usage of select facial skincare products, by race and Hispanic origin, 2022

PURCHASE INFLUENCERS

- **Prove product efficacy to win BPC users’ trust**

Figure 31: Purchase influencers, 2022

- **Address misleading claims and avoid fearmongering communication**

Figure 32: Instagram post from The Eco Well and TikTok post from Javon Ford, 2022

- **Expand product ranges to better reach men**

Figure 33: Instagram post from Hims, 2022

Figure 34: Select purchase influencers, by gender, 2022

- **Eco-ethical issues are top of mind for young adults**

Figure 35: Select purchase influencers, by age, 2022

Figure 36: Instagram post from Fieldtrip, 2022

CHANGES IN BEHAVIOR

- **Enhance facial skincare’s association with holistic wellness**

Figure 37: Changes in behavior, 2022

Figure 38: DERMAdoctor's Anti-Stress Adaptogen Powder

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Address challenges from non-invasive treatments**
Figure 39: Changes in receiving non-invasive skin treatments, by age, 2022
- **Offer at-home alternatives to non-invasive treatments**
Figure 40: Instagram posts from Ourselves, 2022

SPENDING HABITS

- **Encourage lip balm trade ups by tapping into the "skinification" trend**
Figure 41: Laneige Lip Sleeping Mask, 2022
Figure 42: Spending habits, 2022
Figure 43: TikTok post about #botoxinabottle, 2021

ATTITUDES TOWARD SKINCARE

- **Showcase value beyond cost**
Figure 44: Instagram posts from Cocokind, 2022
Figure 45: Attitudes toward facial skincare, 2022
- **Tap into minimalism trends to win over key audiences**
Figure 46: Select attitudes toward skincare, by age, 2022
- **Strengthening the skin's barrier is top of mind for young adults**
Figure 47: Instagram post from Gallinée, 2021

SKINCARE CONCERNS

- **Take a skin positivity approach when focusing on skincare concerns**
Figure 48: Skincare concerns, 2022
- **The rebranding of The Proactiv Company aligns with today's modern consumer**
Figure 49: Alchemee
- **Embrace the pro-aging and pro-acne movements**
Figure 50: Instagram post from SpoiledChild, 2022
Figure 51: Select skincare concerns, by age and gender, 2022
- **Offer products designed for Hispanic adults' specific skincare needs**
Figure 52: Select skincare concerns, by race and Hispanic origin, 2022
Figure 53: Instagram posts from Topicals, 2021

BENEFITS SOUGHT FROM SKINCARE ROUTINE

- **Offer a higher level of transparency by being more descriptive with claims**
Figure 54: Benefits sought from skincare routines, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- **Skin health is also top of mind**
Figure 55: Instagram post from Pour Moi Skincare, 2022
- **Women seek a wide range of skincare benefits**
Figure 56: Shimaboshi Stick Cleansing
Figure 57: Select benefits sought from skincare routines, by gender, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

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

APPENDIX – THE MARKET

- Figure 58: Total US retail sales and forecast of facial skincare and anti-aging products, at inflation-adjusted prices, 2017–27
- Figure 59: Total US retail sales and forecast of facial skincare and anti-aging products, by segment, at current prices, 2017–27
- Figure 60: Average annual household spending on facial skincare and anti-aging products, 2017–22
- Figure 61: Total US retail sales and forecast of facial anti-aging products, at current prices, 2017–27
- Figure 62: Growth of multi-outlet dollar sales and volume sales of facial anti-aging products, 2017–22
- Figure 63: Total US retail sales and forecast of facial cleansers, at current prices, 2017–27
- Figure 64: Growth of multi-outlet dollar sales and volume sales of facial cleansers, 2017–22
- Figure 65: Total US retail sales and forecast of facial moisturizers, at current prices, 2017–27
- Figure 66: Growth of multi-outlet dollar sales and volume sales of facial moisturizers, 2017–22
- Figure 67: Total US retail sales and forecast of acne treatments, at current prices, 2017–27
- Figure 68: Growth of multi-outlet dollar sales and volume sales of acne treatments, 2017–22
- Figure 69: Total US retail sales and forecast of lip balm, at current prices, 2017–27

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- Full Report PDF
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- Powerpoint Presentation
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- Figure 70: Growth of multi-outlet dollar sales and volume sales of lip balm, 2017–22
- Figure 71: Total US retail sales of facial skincare and anti-aging products, by channel, at current prices, 2017–22
- Figure 72: Total US retail sales of facial skincare and anti-aging products, by channel, at current prices, 2020 and 2022
- Figure 73: US supermarket sales of facial skincare and anti-aging products, at current prices, 2017–22
- Figure 74: US drugstore sales of facial skincare and anti-aging products, at current prices, 2017–22
- Figure 75: US sales of facial skincare and anti-aging products through other retail channels, at current prices, 2017–22

APPENDIX – COMPANIES & BRANDS

- Figure 76: Multi-outlet sales of facial anti-aging products, by leading companies and brands, rolling 52 weeks 2021 and 2022
- Figure 77: Multi-outlet sales of facial cleansers, by leading companies and brands, rolling 52 weeks 2021 and 2022
- Figure 78: Multi-outlet sales of facial moisturizers, by leading companies and brands, rolling 52 weeks 2021 and 2022
- Figure 79: Multi-outlet sales of acne treatments, by leading companies and brands, rolling 52 weeks 2021 and 2022
- Figure 80: Multi-outlet sales of lip balm, by leading companies and brands, rolling 52 weeks 2021 and 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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