

# Women's Facial Skincare - UK - 2023

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- How usage patterns have shifted in women's facial skincare.
- The impact of the rising cost of living on how women shop for facial skincare.
- The importance of private label within women's facial skincare.
- How brands can boost product repertoires in women's facial skincare.
- How brands can respond to the downward pressure on price in women's facial skincare.

The fact that 61% of female facial skincare users agree it's better to shop according to skin type, as opposed to skin concern, spotlights the relevance of ensuring women are accurate when self-diagnosing their skin type. If women are misinformed as to their skin type, but are shopping on this basis, then they're less likely to see product results and may abandon a particular brand or product as a result.

The rising cost of living will accelerate trade-down behaviours within women's facial skincare, with low prices a top three most important factor when shopping the category. Whilst this poses an opportunity for mass-market and private-label brands, it places pressure on prestige alternatives to prove the value in trading up, whether this be in terms of product experience or usage results.

The rise of private label and mass market, in terms of trend-led NPD, poses a significant threat to the women's facial skincare category. These products are becoming increasingly innovative, and dupe alternatives to prestige products are becoming more popular, meaning that there's a risk that trading-down behaviours will become more common, eroding the value of the category.

The fact that a greater proportion of female facial skincare buyers claim that long-lasting results are a top three most important factor when shopping the category than those claiming the same for low prices spotlights an opportunity.



"Women's facial skincare will feel the benefit of price rises in 2023, with this boosting value growth in the category. However, despite a challenging economic setting, women still appear willing to experiment with new formats."

- Maddie Malone, Senior Beauty and Personal Care Analyst

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Brands and retailers can encourage higher spend among those who favour long-lasting results by leading with messaging in this space, providing proof of results in order to further instil purchase confidence.

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## Table of Contents

### OVERVIEW

- Key issues covered in this Report
- Products covered in this Report

### EXECUTIVE SUMMARY

- **The five-year outlook for women’s facial skincare**  
Figure 1: Category outlook for women’s facial skincare, 2023-27
- **The market**
- **Inflation drives growth in 2023**
- **Accelerate growth by encouraging experimentation**  
Figure 2: Market forecast for women’s facial skincare, 2023-28
- **Companies and brands**
- **Assert efficacy by targeting niche areas**  
Figure 3: New product development in the women’s facial skincare category, by sub-category, 2020-23
- **The consumer**
- **Women get more experiential with cleansing formats**  
Figure 4: Facial cleansing products used in the last 12 months, 2021-23
- **Communicate the continued relevance of day cream**  
Figure 5: Facial caring products used in the last 12 months, 2021-23
- **Women show a willingness to trade up in moisturisers**  
Figure 6: Typical spend on women’s facial skincare products in the last 12 months, by segment, 2023
- **Facilitate experimentation in women’s facial skincare**  
Figure 7: Changes in behaviour within women’s facial skincare during the last 12 months, 2023
- **A challenging economic setting drives price priorities**  
Figure 8: Priorities within women’s facial skincare, 2023
- **Enable women to shop by skin type**  
Figure 9: Attitudes towards facial skincare, 2023

### ISSUES AND INSIGHTS

- Cater for value-led shoppers in women’s facial skincare
- Broaden repertoires in facial skincare
- Support range navigation

### MARKET SIZE AND PERFORMANCE

- Inflation to drive growth for women’s facial skincare in 2023

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Figure 10: Market size for women’s facial skincare, 2018–23

### MARKET FORECAST

- **Innovate to drive long-term growth in women’s facial skincare**

Figure 11: Category outlook for women’s facial skincare, 2023–27

- **Accelerate growth with experimentation**

Figure 12: Market forecast for women’s facial skincare, 2018–28

Figure 13: Market forecast for women’s facial skincare, 2018–28

- **Learnings from the last income squeeze**
- **Forecast methodology**

### MARKET SEGMENTATION

- **Prestige is hindered by cutback behaviours**

Figure 14: Retail value sales of women’s facial skincare, by price positioning, 2021–23

- **Cleansers see a boost from double cleansing trends**

Figure 15: Retail value sales of mass-market women’s facial skincare, by sub-category, 2021–23

- **Efficacy desires drive spend in medicated skincare**
- **Maximise on lip care spend with NPD**
- **Eco priorities hinder masks and wipes**
- **Tap into the mist and spray opportunity with multifunctional NPD**

### CHANNELS TO MARKET

- **Discounters benefit from trade-down behaviours**

Figure 16: Retail value sales of women’s facial skincare, by retail channel, 2021–23

- **Grocery retailers can further spotlight private label**

Figure 17: Example of grocery retailers innovating in dupe facial skincare products, 2022

- **Online can position itself as a price comparison tool**
- **H&B specialists focus on social media effect**
- **Department stores battle with store closures**

### MARKET DRIVERS

- **Consumers’ financial wellbeing has fallen from the highs of 2021...**

Figure 18: Household financial wellbeing index, 2016–22

- **...and most people are feeling the effects of price rises**

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Infographic Overview

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- Economic challenges drive stress amongst women**  
 Figure 19: Factors causing experience of stress or anxiety, 2022
- Maximise on the physical store**  
 Figure 20: How females purchased beauty and personal care products in the last 12 months, 2022
- Design products suitable for teens**  
 Figure 21: Trends in the age structure of the UK female population, 2016-26
- Drive trade-up with duration claims**  
 Figure 22: I would be encouraged to buy a premium/luxury branded BPC product if it..., 2022
- Tap into the private-label opportunity**  
 Figure 23: Purchase of own-label-only products over branded alternatives, 2017-22  
 Figure 24: Example of a private-label skincare launch that incorporates freeze-dried technology, 2022
- Savvy shopping habits persist online**  
 Figure 25: Purchase behaviours when shopping online in the last 12 months, 2022
- Maximise on the social media opportunity**  
 Figure 26: Usage of social media platforms, 2022
- Cater for those with skin conditions**  
 Figure 27: What consumers think beauty/grooming brands should be prioritising in inclusive NPD, 2022

**MARKET SHARE**

- Multifunctional innovation supports Garnier and Simple**  
 Figure 28: Retail value sales of mass-market women’s facial skincare, by brand, 2022 and 2023  
 Figure 29: Examples of multifunctional innovation, Garnier and Simple, 2023
- Vaseline spotlights medical opinions**
- Expansion of small disruptors pays off**
- Private label can maximise on financial concerns**
- Olay can make its membership model more widely known**

**LAUNCH ACTIVITY AND INNOVATION**

- Assert efficacy by targeting niche areas**  
 Figure 30: New product development in the women’s facial skincare category, by sub-category, 2020-23
- e.l.f. Cosmetics enters the skincare space**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 31: Example of a cosmetic brand moving into skincare, 2022

- **Be more experimental with formats**

Figure 32: Top 10 formats in the women’s facial skincare category (based on leading formats in 2022), 2021-23

- **Brands tap into the supplement opportunity**
- **Private label has a moment in facial skincare**

Figure 33: Example of private-label skincare innovation, 2022

- **Focus on skin health continues**
- **Ethical innovation picks up in 2022**

Figure 34: Top 10 claims in the women’s facial skincare category (based on leading claims in 2022), 2021-23

- **Boost use of treatments with time/speed claims**
- **Olaplex enters the eyelash serum space**

Figure 35: Example of haircare brand moving into facial skincare, 2023

- **New brand launches disrupt the skincare market**

Figure 36: New product development in the women’s facial skincare category, by ultimate company, 2022

- **Benefit launches new POREfessional range**

Figure 37: Example of Benefit new product launch, 2023

- **Boots unveils new peptide technology**

**ADVERTISING AND MARKETING ACTIVITY**

- **Advertising spend dips as companies cut back**

Figure 38: Total above-the-line, online display and direct mail advertising expenditure on women’s facial skincare, 2020-March 2023

- **Boots takes viewers behind the scenes of its new menopause range**

Figure 39: Example of a brand taking viewers behind the scenes in product development, 2022

- **Brands tap into the pop-up opportunity**
- **Trinny London focuses on personalised regimens**

Figure 40: Example of a TV ad focused on personalised skincare routines, 2023

- **L’Oréal continues to drive advertising spend**

Figure 41: Total above-the-line, online display and direct mail advertising expenditure on women’s facial skincare, by top nine advertisers, 2022

- **Brands hone in on glow messaging**

Figure 42: Example of skincare TV ad focusing on skin glow messaging, 2023

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- Nielsen Ad Intel coverage

## BRAND RESEARCH

- **Brand map**  
Figure 43: Attitudes towards and usage of selected brands, 2023
- **Key brand metrics**  
Figure 44: Key metrics for selected brands, 2023
- **Fenty Skin is worth paying more for**  
Figure 45: Attitudes, by brand, 2023
- **Cetaphil is seen as accessible**  
Figure 46: Brand personality – macro image, 2023
- **Tropic is viewed as innovative**  
Figure 47: Brand personality – micro image, 2023
- **Brand analysis**
- **Boots No7 benefits from significant trust**
- **The Ordinary can invest in referral schemes**
- **Fenty Skin is seen as diverse**
- **Cetaphil thought to care about health and wellbeing**
- **Eucerin is seen as expert**
- **Tropic Skincare is seen as natural**
- **Trinny London can bridge the gap between awareness and usage**
- **Vichy benefits from expert perceptions**

## USAGE OF CLEANSING PRODUCTS

- **Women get more experiential with formats**  
Figure 48: Facial cleansing products used in the last 12 months, 2021-23
- **Convey the benefits of double cleansing**
- **Maximise on broadened repertoire in cleansing**  
Figure 49: Repertoire of facial cleansing products used in the last 12 months, 2022 and 2023
- **Cleansing oils can maximise on hydration priorities**
- **Demonstrate the convenience benefits of facial cleansing devices**
- **Encourage the over-65s to switch to cleansing bars**  
Figure 50: Facial cleansing products used in the last 12 months, by age, 2023
- **Drive repertoires amongst those in rural locations**  
Figure 51: Repertoire analysis for facial cleansing products used in the last 12 months, by location type, 2023

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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USAGE OF CARING PRODUCTS

- **Communicate the continued relevance of day cream**  
Figure 52: Facial caring products used in the last 12 months, 2021-23
- **Innovate in eco-friendly sheet masks**
- **Tap into makeup "skinification" trends with BB/CC/DD creams**
- **Create gentler-for-skin exfoliators**

PURCHASE OF FACIAL SKINCARE PRODUCTS

- **Women show a willingness to trade up in moisturiser**  
Figure 53: Typical spend on women's facial skincare products in the last 12 months, by segment, 2023
- **Create gifting solutions for treatment products**  
Figure 54: Typical spend on treatment products, by usage of treatment products, 2023
- **Drive trade-up in facial cleansers**

CHANGES IN FACIAL SKINCARE BEHAVIOURS

- **Facilitate experimentation in facial skincare**  
Figure 55: Changes in behaviour within women's facial skincare during the last 12 months, 2023
- **Simplify the skincare layering process**  
Figure 56: Example of how to support skincare users when layering products, 2023
- **Make shopping by skin condition easier**
- **Design lifestage-based apps**
- **Drive appeal with format innovation**  
Figure 57: Example of launch activity focused around format, 2023
- **Emerging brands can align with current trends**  
Figure 58: Changes in behaviours within women's facial skincare during the last 12 months, by age, 2023
- **Derma brands can emphasise specialism**
- **Provide products suited to the 25-44s**  
Figure 59: Changes in behaviours within women's facial skincare during the last 12 months, by age, 2023

PRIORITIES IN FACIAL SKINCARE

- **A challenging economic climate drives price priorities**  
Figure 60: Priorities within women's facial skincare, 2023
- **Leverage long-lasting and instant results**
- **Drive trade-up with active ingredients**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 61: The importance of active ingredients, by average spend on facial skincare, 2023

- **Lead with derma claims**
- **Emphasise eco-friendly credentials**
- **Explore less known ingredients**

## ATTITUDES TOWARDS FACIAL SKINCARE

- **Enable women to shop according to skin type**

Figure 62: Attitudes towards facial skincare, 2023

- **Innovate in pre-makeup skincare solutions**
- **Support those attempting multi-step regimes**

Figure 63: Agreement that applying products in a particular order is important within multi-step routines, by repertoire of caring products used, 2023

- **Tap into 'notox' trends**
- **Provide education around everyday cleansing**

Figure 64: Attitudes towards facial skincare, by age, 2023

- **Support those struggling to get a GP appointment**

## APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

## APPENDIX – FORECAST METHODOLOGY

- **Market drivers and assumptions**

Figure 65: Market forecast for women's facial skincare, 2018-28

Figure 66: Best- and worst-case forecast for women's facial skincare, 2023-28

- **Market drivers and assumptions**
- **Forecast methodology**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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