



Skin Care Path to Purchase: Engagement, Opportunity, Research

February 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Market overview

Global skin care consumer profile

Following consumers through their skin care path to purchase

ENGAGEMENT

Engaging today's always-on, informed consumers

Consumers engage through discounts, interactions and nostalgia

Social media is reshaping the shopping experience

Blending digital influence and expert endorsements

Key words to engage: Health, hygiene and comfort

Wellness, confidence and beauty come together

Business case: Glossier's "Skin First. Makeup Second." campaign

OPPORTUNITY

Opportunity lies in personalised solutions

Top skin care purchase motivations and top global skin care concerns

Personalisation is a must for dynamic skin types

Men become increasingly involved in beauty practices

Targeted skin care for women: Hormonal issues

Science and beauty come together

Business case: Vichy's AI-powered skin consultant for Skin Care Analysis

Business case: L'Oréal CellBio Print

RESEARCH

Growth lies in personalised and unbiased guided selling

Consumers are willing to spend time on research

Transparency is key

Personalised solutions and experience clearly influential

Brand image and user reviews

Shopping on the go

Beauty apps leverage technology-driven, personalised and ethical beauty solutions

Business case: Aveda's ingredient full listing

CONCLUSION

Recommendations for skin care consumer engagement, opportunity, research

ABOUT OUR RESEARCH

Why is Euromonitor's consumer insights data unique?

Our approach to path to purchase

Overview of Voice of the Consumer: Beauty Survey

About Euromonitor International

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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