

# The Future of Skincare: Consumption Trends and Product Preferences



Introduction Skincare brands are competing in an Era of Consequences. A more careful consideration of the risks and consequences associated with consumption now characterize buying behavior. Skincare brands must therefore cater towards a more assured, claim savvy, and ultimately demanding shopper that is expressing more sophisticated skincare demands. Features and benefits Utilize product, consumer, and market insight to identify the most pervasive consumer needs and preferences shaping today's skincare market. Uncover and capitalize on the differing extents to which consumers and industry players prioritize various skincare claims. Identify and deliver the specific premiumization dimensions that are most important to skincare consumers, thereby starving the private label threat. Achieve sales growth by developing compelling marketing tactics that better engage a somewhat disengaged skincare audience. Access proprietary consumer opinion data highlighting the attitude/behavioral disconnect that continues to challenge ethical skincare brand. Highlights Consumers are becoming more appearance conscious, with 7% more global consumers attaching importance to looking good in 2011 compared to 2008. Visual Culture has therefore not only withstood the pressure of the economic crisis but appears to be becoming an increasingly defining trend of today's global personal care landscape. Datamonitor research shows that one fifth of consumers do not decide which skincare brands to purchase until they are in-store. For this sizable segment of consumers that make their product purchasing decisions at the point of sale, in-store marketing (including product claims) plays a particularly important role in guiding their product choice. Datamonitor research highlights that as many as half of consumers admit that they fail to notice new facial skincare

(49%), body skincare (50%), and sun care (54%) products launches. The need for skincare brands to adopt marketing tactics that enable them to better engage with consumers is therefore paramount. Your key questions answered: What are the key drivers of current and future skincare market growth? How can industry players look to capitalize on this? What are the most influential product claims shaping consumers' skincare purchases? Which ones offer the greatest differentiation opportunities? What is the premiumization sweet spot in today's skincare space and how can industry players best capitalize on it? What are the most compelling in-store and online marketing tactics for brands wanting to better engage with skincare shoppers? What can be done to counter the inherent skepticism associated with ethically aligned skincare claims?

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**Beauty and Personal Care Market Research Reports** NEW YORK, Jan. 18, 2012 /PRNewswire/ -- announces that a new market research report is available in its catalogue: **Current Trends in Skin Care Products Market with Future Insight by** At present, the per-capita consumption of skincare products on the Shopping Preferences of Young Consumers Shen believes, though, that more skincare product brands will enter the mainland market in the future, Consumer wipes can offer a range of functional benefits in skin care beyond [Source: Canadian Evolution and Future of Multifunctional Beauty to this consumer preference by offering segmented products within a range, **GLOBAL BEAUTY INDUSTRY TRENDS IN THE 21st - ToKnowPress** The Future of Skincare: Consumption Trends and Product Preferences - Kindle edition by Michaela Peck. Download it once and read it on your Kindle device, **Market Research Singapore - Euromonitor International** The value of sales of personal care product ingredients HAS reached However, industry regulations plus the fluctuations in consumer preferences and seeing as the consumer wants, for example, makeup products for skin care and formaldehyde-releasing preservatives will decrease in the future. **New Beauty Survey Results: Latest 2016 Survey Data Now Available** Market Research and Statistics on Singapore. Future Demographics (1) Strategy The world's most comprehensive market research on consumer products, **The Future of Skin Care: Game-changing Trends and Influencers** Market research report on the Skin Care industry, with Skin Care product data, Improving consumer mood resulted in a rising preference to spend on beauty **Market Research on Canada - Euromonitor International** When it comes to beauty products, millennials are a suspicious crew. to the generations love for the Instagram-driven trends of contouring, Millennials don't just want to witness a product in action, they demand it. as well as makeover and skincare stations where consumers can . Eyeing the future. **Skin care brands**

**not engaging with consumers - Cosmetics Business** Market Research and Statistics on Nigeria. Markets of the Future (3) The worlds most comprehensive market research on consumer products, The skin care category in Nigeria was active in 2016, with a wide range of brands, mainly **The Future of Skincare: Consumption Trends and Product Preferences** What are the features of their product function demand? respondents express a preference for the use of highly specialised skin care products that can skin care products will become a trend of skin care products consumption in the future. **Market Research on the Mens Grooming Industry** Skin care brands are failing to engage with many of todays users, The Future of Skincare: Consumption trends and product preferences. **What do consumers want? Mintel reveals US facial skin care trends** Go inside beauty users minds, stay ahead of emerging trends, and pinpoint strategic opportunities hair care, skin care, or colour cosmetics product and brand lines. In turn, strategic plans become stronger and more future-proofed. with over half of these consumers expressing premium preferences **Skin Care Products Market - Global Industry Analysis - PR Newswire** Market Research and Statistics on Thailand. Future Demographics (1) The worlds most comprehensive market research on consumer products, . remained at a strong pace due to consumers unfaltering preferences for natural products . **Young Consumers: Driving the Growth of Chinas Skincare Market** 2017 food, beverage and nutritional products trends impacting the global food How strong the change in protein preference is and what that means for animal protein. New Routes to the Consumer Example comments include Retail channels . Aldi, Lidl and Amazon GO are the future as high quality, low prices and **Market Research India - Euromonitor International** Our reports feature a wealth of standardised and cross-comparable statistics This development led to the rising demand for higher-quality products and those .. The Future of Skin Care: Game-changing Trends and Influencers Jun 2015 **The decade ahead: Trends that will shape the consumer - McKinsey** Outlooks on the future of Japanese consumption, then, are pessimistic. In collectivist-oriented cultures, product and brand preferences are more likely to not apply to products which can be consumed less overtly, such as skin care or other **Beauty & Skin Care Consumption Features of Women in China - Ipsos** The mega trends driving skin care products can be broadly classified into two role in the future of the global personal care chemicals and ingredients market, . Consumer preference is another growth driver in the personal care industry. **Market Research Thailand - Euromonitor International** Shaping the Future of . The types of products fueling Chinas consumer boom will also change. Only 7% of Chinese consumers responded that stock market trends . We analyzed Taobao sales of several leading premium skin-care . The product preferences and brand loyalties of the upper-middle **3 great forces changing Chinas consumer market World Economic Forum** France is major market for skin care products in Europe, followed by U.S. in North America. Consumer preference for flawless skin and demand **Skin care industry market research, market share, statistics** with Mens Grooming product trends, market share, and industry analysis. life for many Danish men, the number willing to use products to take better care of **Skin Care Products Market - Global Industry Analysis - PR Newswire** The Future of Skin Care: Game-changing Trends and Influencers: Skin care remains the key revenue driver in beauty with Demand and innovation are driven by multiple factors. Hero product gives niche brands the competitive edge. **Natural Extracts Using Supercritical Carbon Dioxide - Google Books Result** Trends that will shape the consumer goods industry. The consumer-packaged- But the past is no guide to the future. Over the coming To start, the industry has been relentless about new-product innovation. In the. US grocery .. of deodorants, hair-care products, and skin-care products, to target female consumers **Market Research Indonesia - Euromonitor International** When it comes to facial skin care multifunctional benefits and safety are the products that will drive future growth, but rather emerging trends such as and the level of consumer demand for these products means that they **5 main trends driving the global ingredients market in-cosmetics** In addition, current and future market trends are also provided in the report. Consumer preference for convenient and easy to use skin care **CHAPTER 1 A Global Analysis of the Personal Care Market - (RSC**