

Let's Get Personal: What US Consumers Want in Customized Skincare

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The Benchmarking Company

theBenchmarkingCompany
Beauty & Personal Care Consumer Research

in-cosmetics®
north america

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The Benchmarking Company

is a bi-coastal beauty and personal care consumer research firm with a proven track record in cosmetics, skincare, beauty devices, body care, hair care, nail care, men's grooming, fragrance and wellness/personal care.

Laser focused on providing:

- Quantitative research
- Qualitative research
- In-home beauty and personal care product testing

Benefits:

- Proof of efficacy
 - Sell-in
 - Sell-through
- Consumer insights
 - Validation
 - Risk mitigation

Understanding the beauty consumer is what we do.

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TBC Conducts Research For Top Brands



What We Will Cover Today

- Her current skincare regimen
- Ingredients that matter
- Wellness
- Do it yourself beauty
- Targeting her microbiome
- The world of customization
- Brands that are meeting her personal needs
- 5,700+ US female consumers, 18+. June/Oct.

How, What and Why She Buys Current Skincare Products



Her Skincare Concerns

- 60% lines and wrinkles
- 55% dark areas under eyes
- 47% uneven skin tone
- 44% large pores
- 43% dull skin
- 41% under-eye bags
- 41% dry/flaky/chapped lips
- 40% dry skin
- 39% acne/breakouts
- 35% age spots
- 32% sagging skin
- 30% sun damage
- 30% protecting against environmental stressors
- 28% reducing redness
- 28% oily skin
- 20% rough texture
- 20% dandruff
- 17% hyperpigmentation
- 11% unhealthy scalp
- 8% eczema
- 4% psoriasis
- 3% atopic dermatitis

What are your top skincare concerns?

Top Products and Retail Outlets

What She Buys

- 81% Facial day moisturizer
- 67% Exfoliator
- 66% Facial night moisturizer
- 64% Facial sunscreen
- 53% Sheet masks
- 52% Water-based facial cleanser
- 49% Facial masks (in jar)

Where She Buys

- 62% Superstores
- 43% Drugstores
- 43% Ulta
- 42% Amazon.com
- 34% Sephora
- 24% Direct from brand
- 24% Subscription box

Which skincare products do you buy now?
Where do you purchase your skincare products?

How She Buys and Beliefs

- **55%** synthetically-created skincare products can be as good for her skin as natural/organic
- **44%** natural/organic skincare products must be better
- **69%** research before buying the latest skincare trend
- **13%** are early adopters who love to buy the latest skincare products as soon as they're available
- **74%** follow beauty influencers online and **56%** watch skincare tutorials from those influencers
- **68%** are members of a beauty loyalty program

When it comes to skincare products and trends, how would you describe yourself?
Which type of beauty products do you think are better for your skin?

Skincare Buying Triggers

92% Free samples

87% Positive product reviews/consumer claims

65% It's on sale

60% Family/friend recommendations

48% Dermatologist/doctor recommended

45% Before & after images



32% Live demos/in-store application

25% Unique origin story

19% Blogger/vlogger/influencer recommended

12% Salesperson recommended

9% Strong social media following

Which of the following most influences you to buy new facial skincare products?

Appealing Skincare Product Ingredients

Ingredient	%
Aloe Vera	76%
Vitamin C	67%
Vitamin E	66%
Argan Oil	61%
Coconut Oil/Essence	61%
Lavender	60%
Vitamin A	59%
Honey	57%
Tea Tree Oil	57%
Cocoa Butter	56%
Avocado Oil	56%
Green Tea	54%
Herbs (i.e. Rosemary, Lavender)	54%
Antioxidants	50%
Cucumber	50%
Lemon	49%
Jojoba	46%
Chamomile	43%
Dead Sea Salt	43%
Charcoal	42%



Which ingredients in beauty/personal care products are appealing to you? June 2018

Levels of Awareness for Trending Skincare Ingredients

	Currently Use	Interested in Using	Don't Use/Not Interested	I Don't Know What This Is!
CBD	17%	57%	20%	7%
Retinol alternative	12%	56%	12%	20%
Oat milk	7%	55%	16%	23%
Cactus	4%	54%	20%	22%
Beet	7%	49%	27%	17%
Vitamin F	3%	43%	12%	42%
Copper	4%	43%	30%	24%
Polyhydroxy acids	4%	27%	8%	60%
Niacinamide	9%	25%	9%	57%
Squalane	7%	21%	8%	64%
Mandelic Acid	2%	21%	8%	70%
Adaptogens	2%	17%	5%	75%
Kakadu Plum	2%	17%	5%	77%
Bakuchiol	1%	15%	5%	79%
Centella Asiatica	2%	14%	5%	80%



Many new skincare ingredients have recently hit the market. Please indicate which of the following you currently use or are interested in using. October 2019

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Women and Wellness



Me-Time and Personal Wellness are Becoming More Important

81%

Wellness Activity	2019%	2018%
Exercise/yoga or other	62%	54%
Research information on the safety of ingredients/products	55%	42%
Meditate	34%	24%
Spa services (i.e. massage/facial/etc.)	33%	25%
Shop for non-GMO food	28%	22%
Detox	19%	12%
Follow a paleo diet or diet designed to reduce inflammation	11%	10%
Live a vegan lifestyle	4%	3%
None of the above	3%	5%

How important is living a healthy lifestyle to you, with 1 being not important and 5 being very important?
Which of the following activities to you do regularly? October 2019 vs. June 2018

Probiotics, Multi-Vitamins on the Rise

Wellness Product	2019%	2018%
Multi-vitamins	75%	66%
Shakes/smoothies	54%	44%
Probiotics	49%	40%
Natural/organic aromatherapy oils	48%	41%
Inside out/ingestible beauty products (chews, powders, gummies, etc.)	41%	24%
Homeopathic remedies	33%	23%
Fish oils	28%	25%
Minerals	26%	23%
Green drinks	26%	23%
Fermented beverages (Kefir, KeVita, Kombucha, etc.)	21%	17%
Bone broth	14%	9%
None of these/No wellness products	5%	9%



Which of the following wellness products have you purchased and used within the past 6 months? October 2019 vs. June 2018

Knowledge of Personal Wellness and Skin Health



Why She Uses Wellness Products	2019%	2018%
Healthy skin in general	68%	52%
Energy	54%	54%
Digestion/gut health	50%	48%
Common cold/Seasonal allergies	46%	40%
To help me fall asleep	39%	31%
Common maladies: headache/earache/toothache	39%	38%
Hair growth	39%	33%
Sore muscles	35%	26%
To help me lose weight	32%	34%
To support collagen production	27%	18%
Medical skin issues (i.e. eczema, psoriasis, rosacea etc.)	20%	21%
PMS	18%	15%
To help me control my appetite	18%	21%
Detox	18%	15%
To help me build muscle	13%	13%
To help me stay awake	13%	10%
No specific health issue	5%	7%
Yeast/Thrush	5%	6%

For what general health concerns do you use wellness products?



Let's Get Personal

DIY Skincare



Product Category	%
Yes, for facial skincare	42%
Yes, for makeup	22%
Yes, for hair care	36%
Yes, for body skincare	28%
No, I've never done this for these product categories	40%

34% Worked great!
62% It was OK, not great
5% Did not work at all

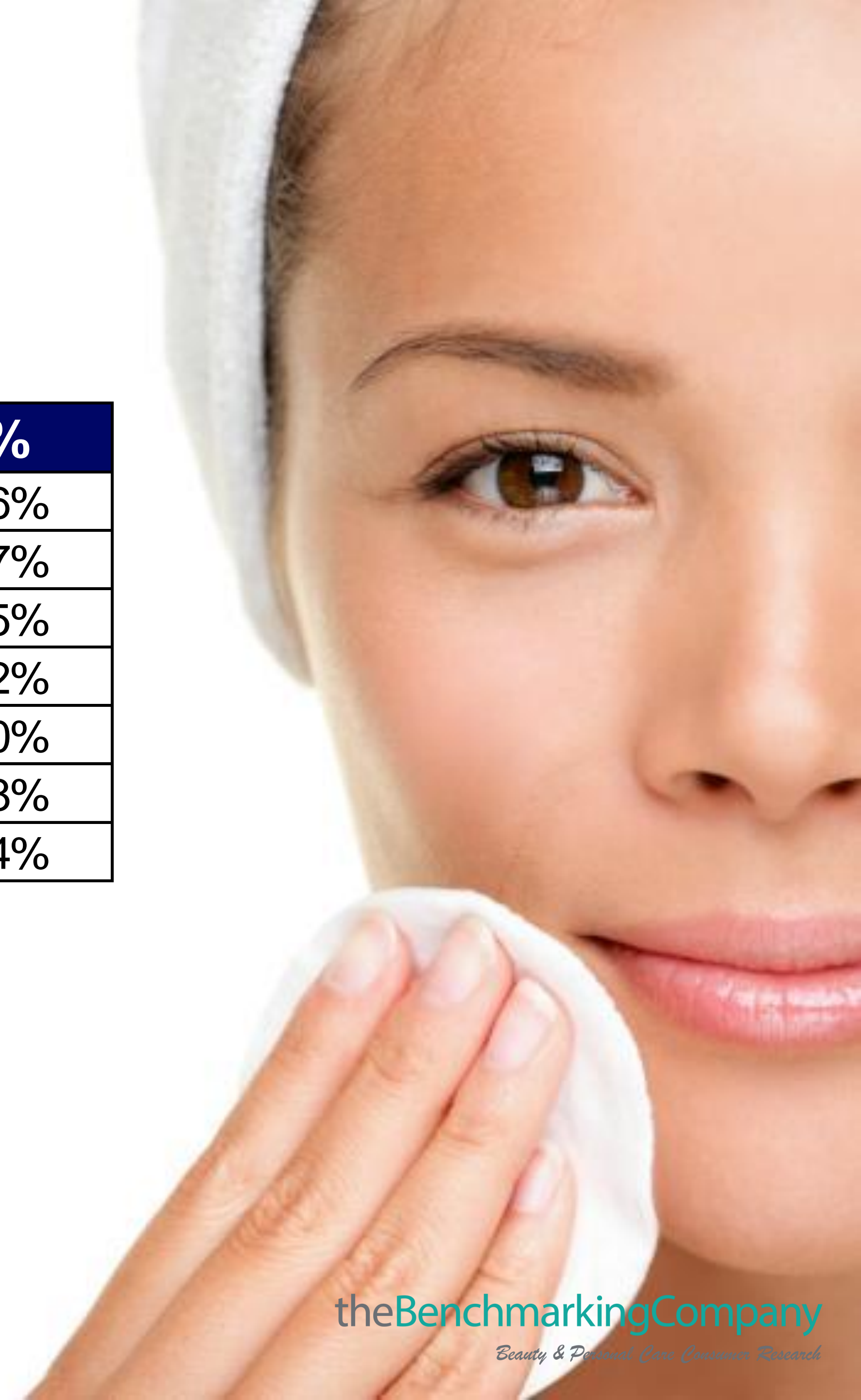
44% Worked great!
53% It was OK, not great
3% Did not work at all

Have you ever experimented and tried to create your own personalized beauty product - by yourself - by mixing products together or adding an ingredient? How did it work out?

The Appeal of Personalization

Appealing	%
Colors for my skin type and tone	76%
Creating products that meet my price point	67%
Products created that are an exact match for my skin microbiome/DNA	65%
The ability to choose scents (or no scents) for my products	62%
The ability to choose my own ingredients	50%
Creating products in sizes that work for me	48%
The ability to formulate my own products	44%

When you think of personalized beauty, what is appealing to you?



Personalization as Buying Aid



43% have asked for a personalized/customized skincare recommendation in person at a retailer

23% have taken an online “quiz” to help them understand which skincare product to buy that’s just right for their skin type

Have you ever asked for a personalized recommendation at a retail store? Have you ever taken an online “quiz” to help you personalize your beauty regimen or find a product that’s just right for you? [skincare/yes]

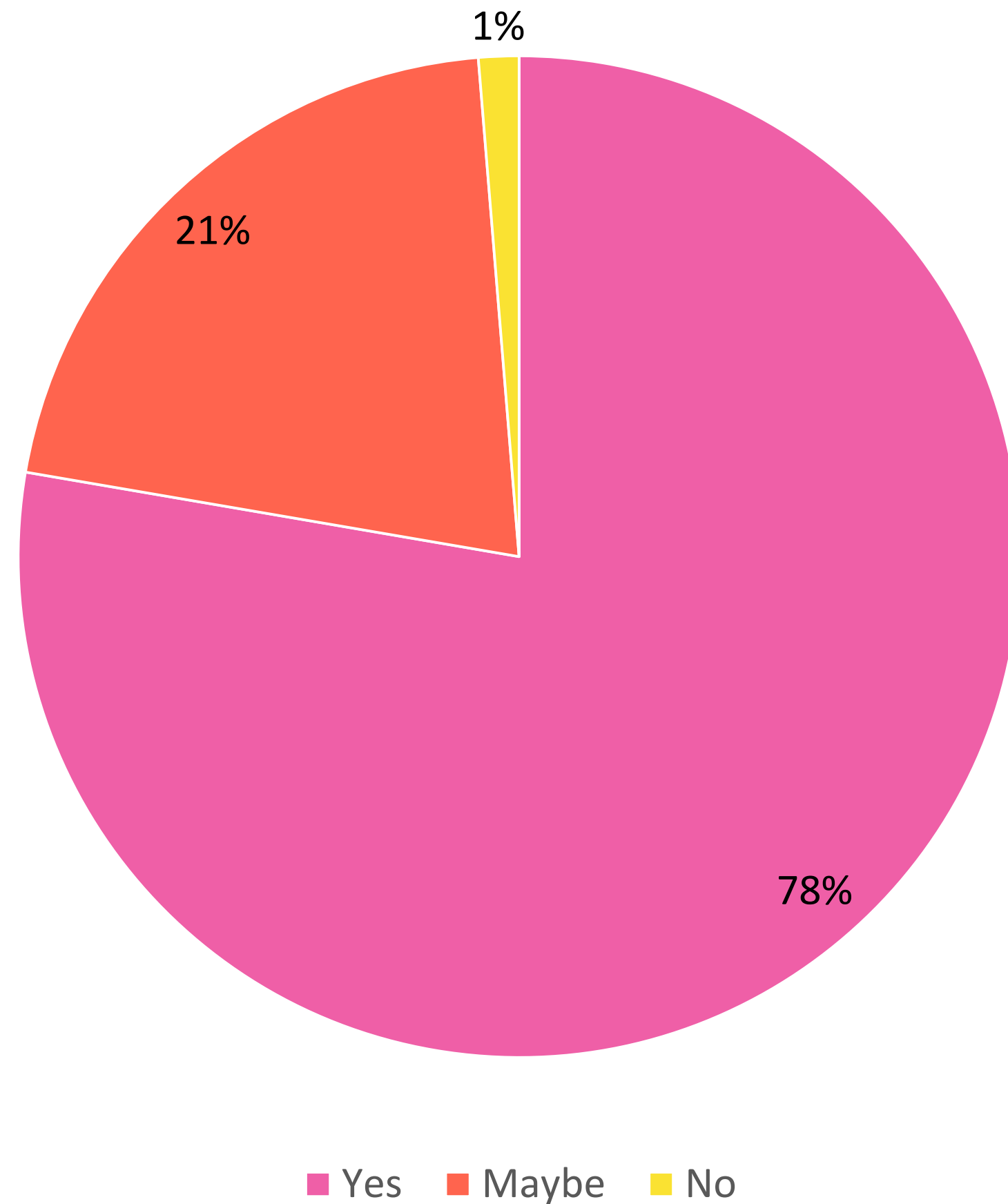
Personalized “Apps”

	Use Now/Have Tried	Haven't Tried Yet but Would Like to	No Interest in Trying
A skincare regimen made specifically for you	12%	82%	6%
A device that would custom mix skincare products in your own home	3%	78%	19%
Supplements/ingestibles made specifically for you	8%	77%	15%
Augmented reality/smart mirror (in-store or at home)	7%	76%	17%
An app, camera or device to track the health of your skin	7%	72%	21%
In-store augmented reality programs that let you ‘try on’ color cosmetics virtually	12%	71%	18%
An app to virtually try out a new/different hair style	16%	70%	14%
An app to custom-match shades of foundation and powder (Sephora Color IQ, etc.)	16%	69%	15%
In-store technology to help you find products (Sephora Skincare IQ, etc.)	17%	69%	14%
An app to virtually try-on makeup (not in store)	16%	66%	18%
An app to virtually try out a new/different hair color	18%	66%	17%
Photo re-touching app for phone or device	30%	47%	24%

Please indicate which of these products you use now/have used/purchased, haven't tried yet but would like to try, or have no interest in.

Interest in Personalization from Brands

Interest in Buying Personalized Beauty Products



26% HAVE purchased personalized/customized beauty products from brands

Would you be interested in using beauty or personal care products from brands (not a Do-it-yourself experiment) that you can easily customize or personalize according to your needs?

Personalized/Customized Products Bought from these Brands

80% facial skincare
30% body skincare



Facial Skincare:

- #1 Clinique
- #2 Curology
- #3 Mary Kay
- #4 The Ordinary
- #5 Younique

Others: Drunk Elephant, Neutrogena, Olay, Skinceuticals, Skinsei

Body Skincare:

- #1 Curology
- #2 Olay
- #3 Lush
- #4 Aveeno
- #5 Dove

Others: The Body Shop, Avon, Clinique, Mary Kay, Neutrogena

Have you purchased customized beauty from a brand? Which types? Which brands (unaided)?

She Spends More on Non-Customized Skincare

Annual Spend	% Not-customized	% Customized
\$1-\$25	11%	14%
\$26-\$100	29%	21%
\$101-\$250	30%	13%
\$251-\$500	19%	6%
More than \$500	11%	3%
I don't buy customized skincare	N/A	44%



On average, how much would you say you currently spend on your conventionally-made (not customizable) skincare products per year? How much would you say you spend on your customized skincare per year?

Personalized Skincare Opportunity



	Use now/have purchased	Have not tried but would like to	No interest
Neck/Décolleté cream	21%	64%	15%
Skincare devices	26%	63%	10%
Sleeping mask	21%	61%	18%
Pore treatments	27%	60%	13%
Brightening treatments	27%	57%	16%
Lip treatments	34%	57%	10%
Mists/Essences	34%	52%	14%
Water-based facial cleanser	41%	51%	8%
Facial peels	36%	51%	13%
Serums and Ampoules	40%	50%	10%
BB/CC Creams	42%	47%	11%
Facial oils (not a cleanser)	31%	46%	23%
Facial masks (in a jar)	48%	45%	7%
Oil-based facial cleanser	25%	42%	32%
Toner	49%	41%	10%
Sheet masks	50%	39%	10%
Eye Cream	56%	39%	5%
Exfoliator	59%	36%	5%
Facial night moisturizer	60%	36%	5%
Facial sunscreen	56%	34%	10%
Facial day moisturizer (either with or without SPF)	68%	29%	4%
Acne treatments	32%	28%	40%

Please indicate which personalized/customized facial skincare products you use now/have purchased, haven't tried yet but would like to try, or have no interest in.

Personalized Skincare at the Cellular Level



Concept Familiarity

	I know what this is	Have heard of it but not sure what it is	Never heard of it	I use this type of product now!
CBD based skincare	51%	31%	14%	5%
Probiotic skincare	34%	37%	26%	4%
Retinol alternatives (i.e. Pink Algae)	30%	36%	29%	5%
Skincare made to positively affect your skin microbiome	21%	40%	37%	2%
Skincare made for your specific DNA	19%	33%	47%	1%
Prebiotic skincare	18%	31%	49%	2%
Fermented skincare	15%	27%	58%	2%

Please indicate your level of familiarity with the following skincare concepts.

The Skin Microbiome

- **86%** The collection of microbes, including good and bad bacteria, that live on and in the body, skin and hair
- 5% The microbes that live in our guts
- 3% The microbes residing on the top of the scalp
- 4% The microbes that live on the skin underneath the nail bed
- 1% Other

79%

Somewhat to Very important



How would you describe the skin's microbiome? (feel free to guess if you don't know). Your skin's microbiome includes the good and bad bacteria living on your skin. When the bad bacteria overwhelms the good, skin conditions such as acne, dull skin, and unhealthy scalp can emerge. On a scale of 1-5, with 1 being Not Important and 5 being Very Important, how important do you believe it is to use beauty products designed to balance your skin microbiome?

Probiotic Skincare – What She Believes

87% Appealing

- 75% balance skin's pH
- 67% Kill bacteria on the skin that leads to skin blemishes/acne
- 54% All probiotics contain live bacteria designed to fight bacteria
- 52% Keep my skin's microbiome balanced
- 52% Reduce inflammation/redness/discoloration
- 45% Provide a protective barrier on the surface of skin
- 41% Improve the body's overall immune system
- 36% Improve luminosity
- 33% reverse signs of aging
- 32% diminish signs of dry skin



Probiotics are commonly known for gut-health. They provide the "good" bacteria that can balance out our digestive system and support optimal health. Probiotics are usually derived from fermented natural ingredients. Does the concept of a topical probiotic, that you can put on your skin, sound appealing for skin health? What do you believe to be the benefits of a probiotic skincare product?

Personal Skin Devices She's Interested in

Personalized Devices of Interest	% 4+5
Device that could tell you how much sun damage your skin has	82%
Device that would tell you if your skin was dehydrated	80%
Device that would tell you exactly when to apply sunscreen/if your skin was burning	74%
Device that would measure the depth of wrinkles	74%
Device that would gauge health of your microbiome	72%
Device that would measure level of blue light hitting your skin	68%



On a scale of 1-5, with 1 being Not Interested and 5 being Very Interested, how interested would you be to try a beauty device that does the following?

Products She's Bought

93% Have not purchased a beauty/skincare product that they know was specifically designed to address their skin microbiome.

7% Yes

76% Facial skincare
41% Body skincare



Facial skincare brands:

- #1 Mother Dirt
- #2 Neutrogena
- #3 Olay

Body skincare brands:

- #1 Dove
- #2 Mother Dirt



Have you ever purchased a beauty product specifically to address your skin microbiome? Which beauty brand categories? Which brands of products did you buy to address the microbiome for facial skincare and body skincare?
(Unaided)

She's Interested and Would Pay More

83% Yes
2% No
16% Not Sure

62% Willing to spend more
6% Not willing
33% Not sure

How much more she would pay for a skincare product that promises to positively affect your skin microbiome	%
Up to 10% more	22%
11 to 20% more	26%
21 to 30% more	21%
31 to 40% more	9%
41 to 50% more	9%
51 to 60% more	4%
61 to 70% more	2%
71 to 80% more	1%
81 to 90% more	1%
91 to 99% more	2%
Double	3%
More than double	1%

Would you be interested in purchasing a product designed to positively affect your skin's microbiome? Would you be willing to spend more money on skincare products designed to positively affect your skin's microbiome?

Skin Microbiome Product Barrier to Use

83% Yes

2% No

16% Not Sure

- **53%** Sounds expensive
- **44%** I don't understand it
- **22%** Don't know where to buy them
- **16%** Current product work fine for me
- **14%** I don't believe they can work
- **8%** Other
- **8%** I don't want bacterial products on my skin

("Other" answers focused on the need for more research, proof points that they worked before buying, fear of allergies, and a general skepticism of the value-add)

Why aren't you interested, or not sure about, trying skincare products that are designed to positively effect your skin microbiome?

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The Brand Opportunities

- 1** Personalization is what a brand makes of it
- 2** The wellness/me-time trend is making probiotic/microbiome-happy skincare very attractive
- 3** She needs to be educated on ingredients, concepts, and reasons
- 4** Give her the proof she needs to buy
- 5** Devices are very attractive



THANK YOU

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