



Face value: What matters to British skincare consumers in 2025?

Exploring what skincare consumers in Great Britain are prioritising as we head into 2025, with a spotlight on Gen Z.



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Foreword



As skincare trends continually shift, knowing what consumers care about can provide valuable intelligence for brand strategists and marketers.

In this report, we share the key benefits skincare consumers are looking for as they head into 2025, the sustainability initiatives they deem the most important, and the trends they're considering trying in the next 12 months. Throughout, we take a spotlight look at how trends shift among the Gen Z demographic – with a profile deep dive on Gen Z skincare enthusiasts."

Sarika Rana

Head of Consumer Insights, YouGov UK

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Report takeaways



Future facing trends: 31% of British skincare consumers would consider trying vitamin C infused products in the next 12 months, followed by clean beauty (24%), and hyaluronic acid infused products (24%). Gen Z have a notably high interest in trying Korean skincare (27%).



Retail sway: While “Shopping with a known or trusted brand” is the top overall factor that helps consumers decide which retailer to shop with (46%), “Good deals and discounts” leads the way with Gen Z consumers (49%).



The price of beauty: On average, Gen Z skincare enthusiasts spent £65 on personal care products in the last 3 months, £18 more than the national average.



Tuning into discovery channels: Instagram is the leading digital platform for discovering new skincare products for all skincare consumers (41%). TikTok performs significantly higher among Gen Z skincare consumers compared to other generations.



Vanity metrics: 25% of Gen Z skincare consumers purchase skincare products to feel good, compared to 11% of all skincare consumers.



The influencer effect: 30% of Gen Z skincare consumers say they find out about new skincare products via influencers on social media (compared to 13% of all skincare consumers).

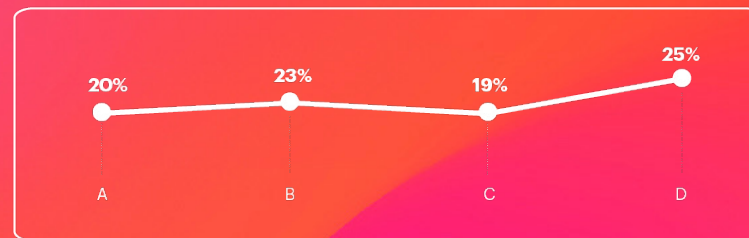


Unparalleled insights into what the world thinks

Our extensive, ever-growing source of connected, living data equips you with a rich understanding of your customers' complex lives. Understand what 27+ million registered panel members in over 55 markets are thinking, and harness real-time data for smarter, evidence-based decisions with our suite of products.

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Data results

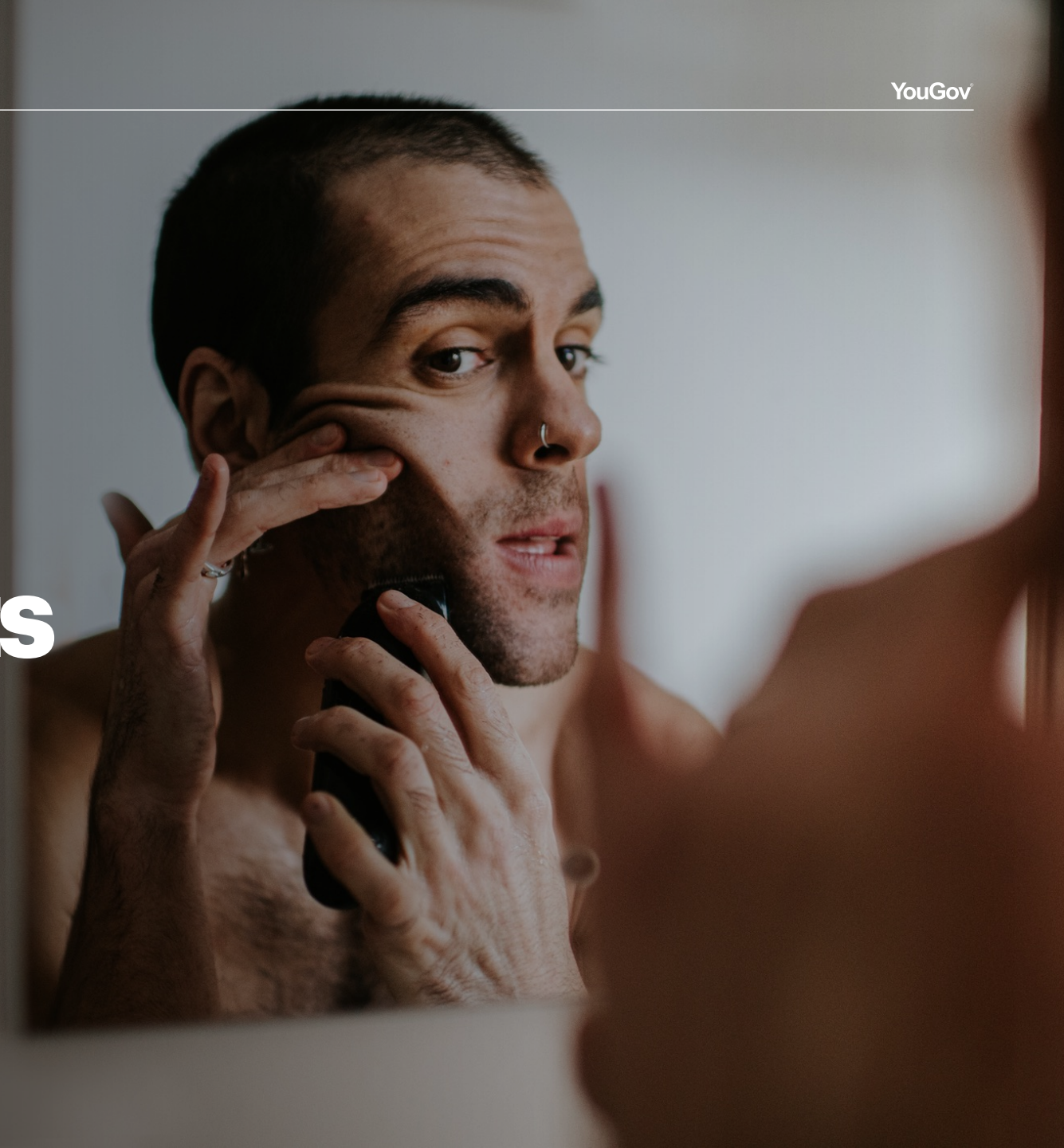


37%
(vs. Nat Rep)



The glow down: Consumer insights

Exploring what matters to British skincare consumers as we head into 2025.

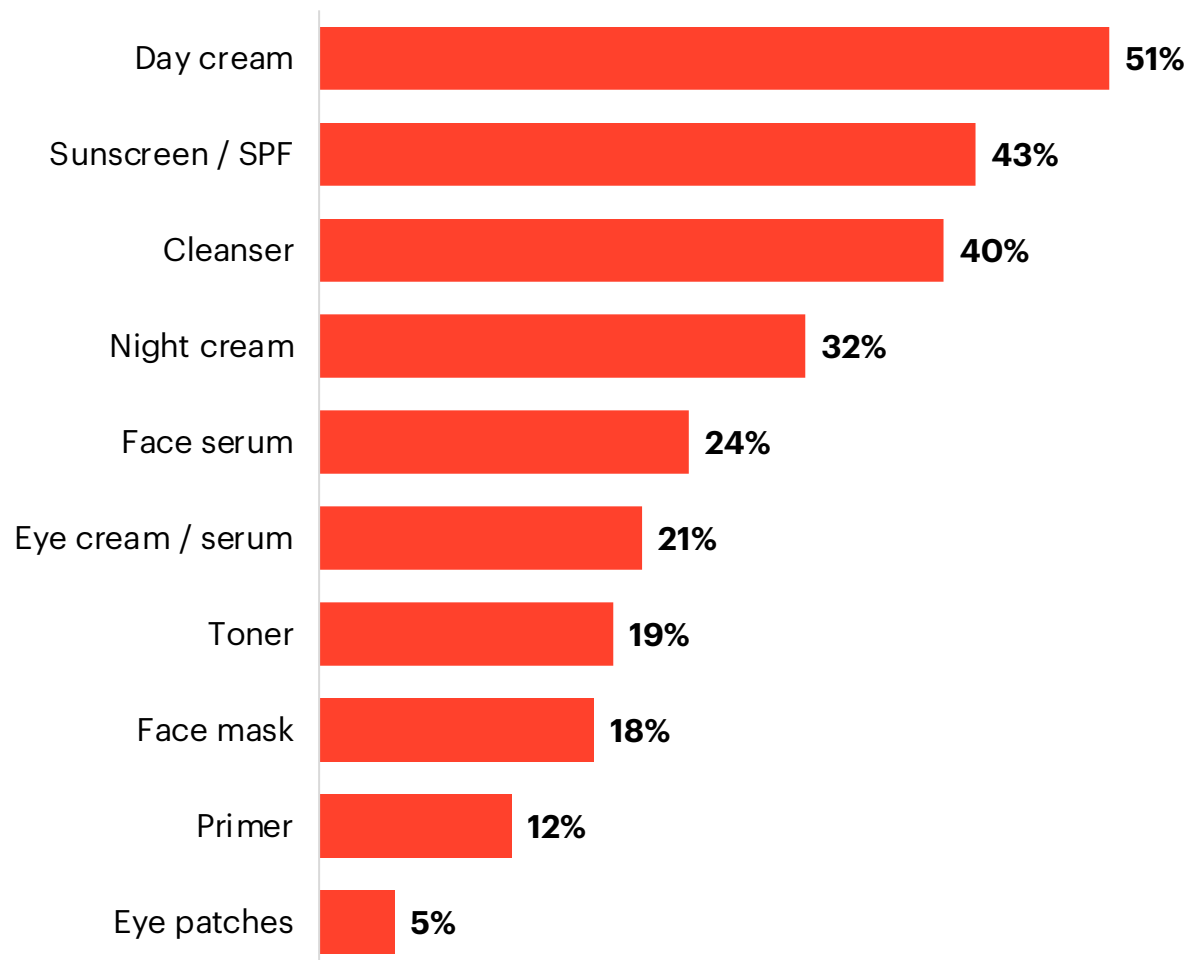


1 in 2 British skincare consumers used a day cream in the last month

51% of British skincare consumers used day cream in the last month, followed by SPF (43%), cleanser (40%), night cream (32%) and face serum (24%).

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Which, if any, of the following types of skincare products have you used in the last month? Please select all that apply.*



YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>1,450.

*Don't know and None of these options not shown.

Gen Z skincare consumers prioritise SPF and cleansers

45% of Gen Z skincare consumers use sunscreen/SPF, followed by cleansers (39%). Day creams are significantly less used among Gen Z (34% versus 51% for all skincare consumers).

Which, if any, of the following types of skincare products have you used in the last month? Please select all that apply.*

Gen Z

	Products used	% of respondents
1	Sunscreen / SPF	45%
2	Cleanser	39%
3	Day cream ▼	34%
4	Face serum	28%
5	Face mask	26%

Millennial

	Products used	% of respondents
1	Day cream ▲	48%
2	Sunscreen / SPF	46%
3	Cleanser	46%
4	Night cream	31%
5	Face serum	26%

Gen X

	Products used	% of respondents
1	Day cream ▲	57%
2	Sunscreen / SPF	41%
3	Cleanser	37%
4	Night cream ▲	35%
5	Face serum	24%

Baby Boomer

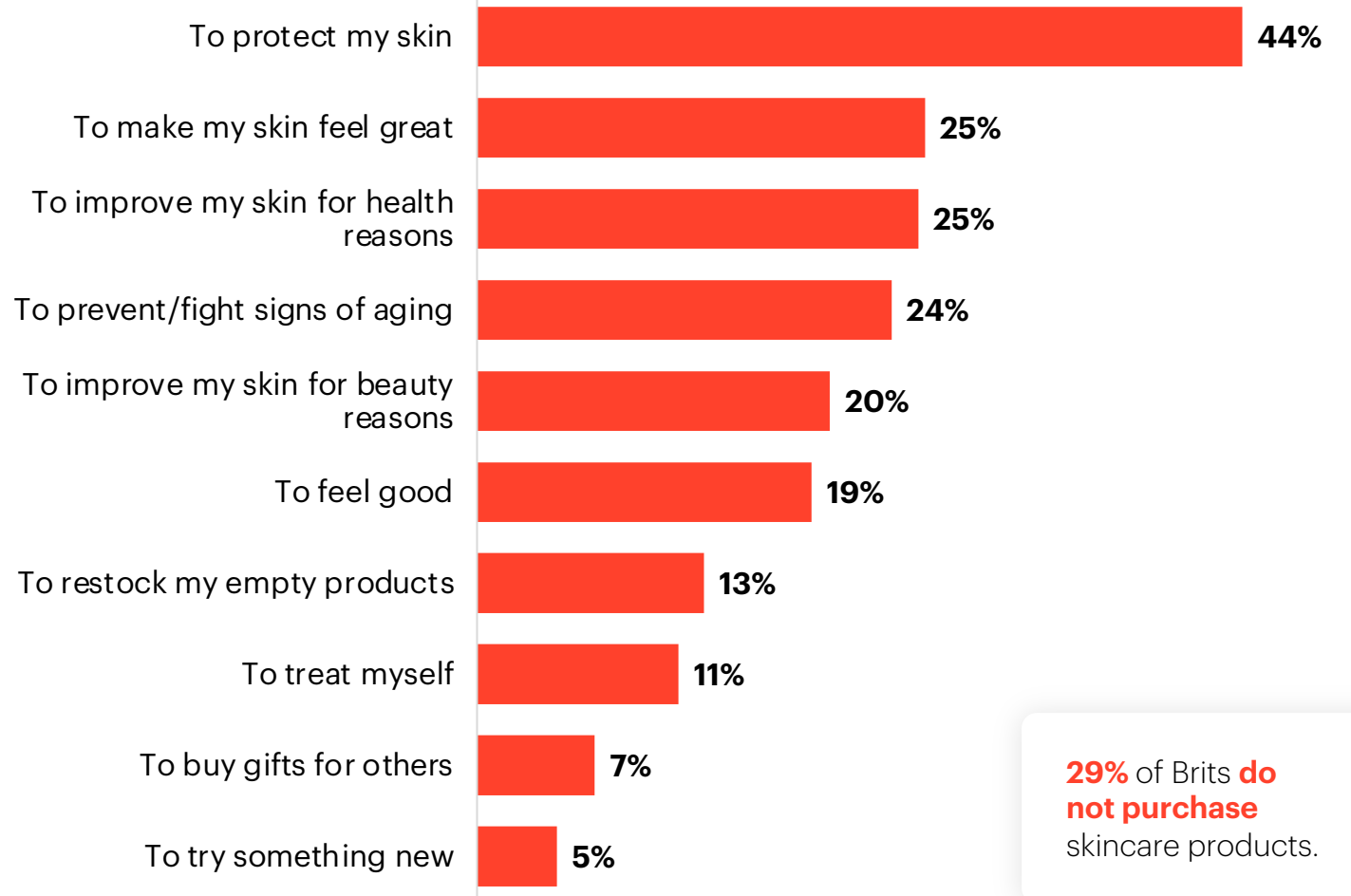
	Products used	% of respondents
1	Day cream ▲	62%
2	Sunscreen / SPF	43%
3	Cleanser	37%
4	Night cream ▲	34%
5	Eye cream / serum	21%

What matters to skincare consumers in 2025?

44% of Brits state that protecting their skin is a main reason for purchasing skincare products, followed by making their skin feel great (**25%**) and improving their skin for health reasons (**25%**).

Get in touch

**In general, what are the main reasons you purchase skincare products?
Please select all that apply.**



29% of Brits **do not purchase** skincare products.

Gen Z skincare consumer are more likely to purchase skincare to “treat themselves”

25% of Gen Z skincare consumers purchase skincare products to feel good, compared to 11% of all skincare consumers.

Get in touch

In general, what are the main reasons you purchase skincare products?
Please select all that apply.

Gen Z		
1	To protect my skin	61%
2	To make my skin feel great ▲	45%
3	To improve my skin for beauty reasons ▲	40%
4	To improve my skin for health reasons	40%
5	To feel good ▲	37%
6	To treat myself ▲	25%

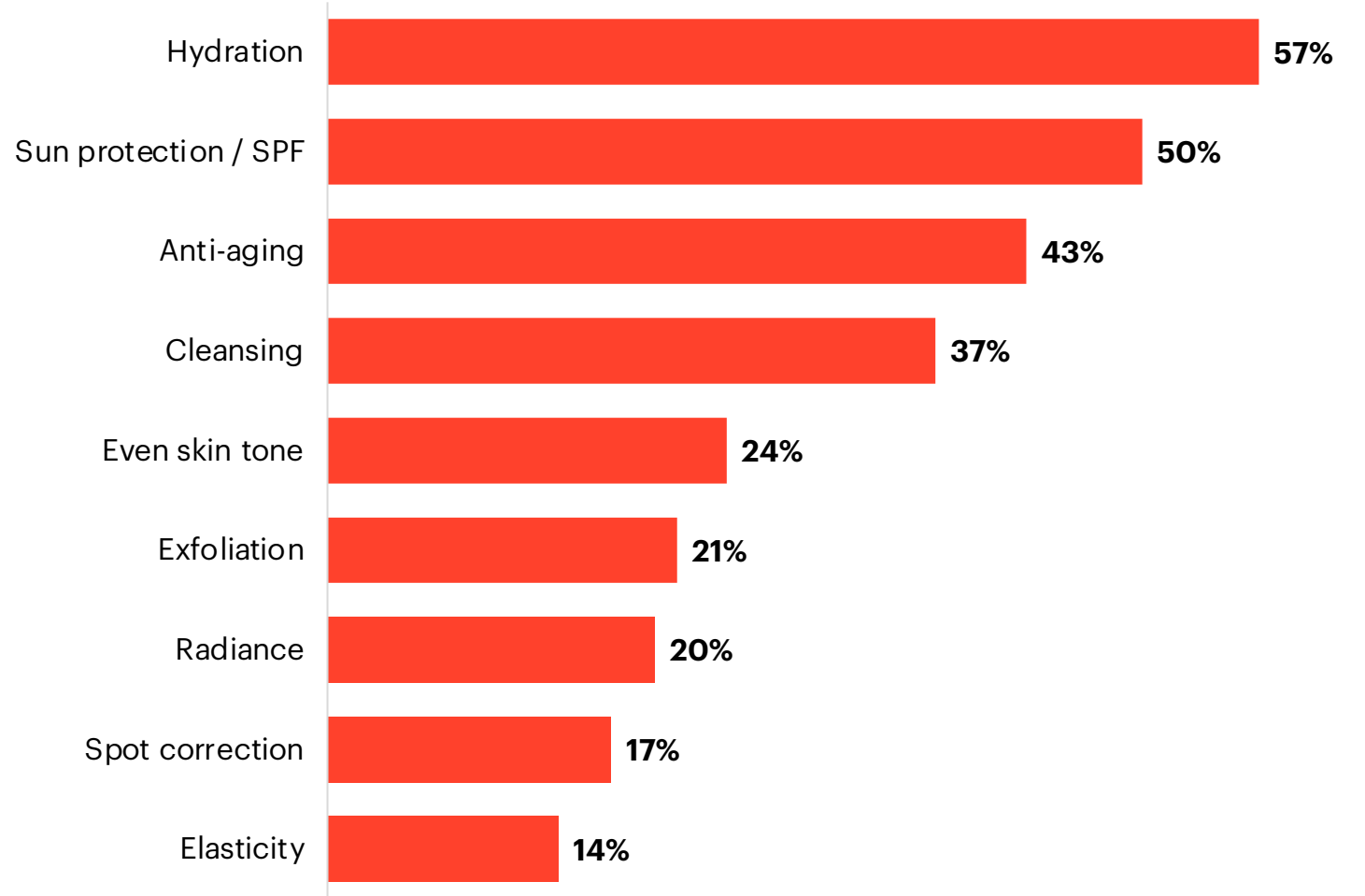
YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>200. Other and Don't know options not shown.
▲/▼: Indicates statistically significant differences between Gen Z and other generations.

Hydration is the main benefit that skincare consumers look for

Sun protection/SPF (**50%**), anti-aging (**43%**), cleansing (**37%**), and even skin tone (**24%**) complete the top 5.

Get in touch

Which benefits, if any, do you look for in your skincare products?
Please select all that apply.*



YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>1,450.

*Other, don't know, and not applicable options not shown.

Gen Z consumers are significantly more likely to look for spot correction

33% of Gen Z look for spot correction in their skincare products, compared to 17% for all age groups.

Which benefits, if any, do you look for in your skincare products? Please select all that apply.*

Gen Z

Benefits		% of respondents
1	Hydration	53%
2	Cleansing	46%
3	Sun protection / SPF	45%
4	Spot correction ▲	33%
5	Even skin tone	32%

Millennial

Benefits		% of respondents
1	Hydration	53%
2	Cleansing	46%
3	Sun protection / SPF	45%
4	Spot correction ▲	33%
5	Even skin tone	32%

Gen X

Benefits		% of respondents
1	Hydration	59%
2	Sun protection / SPF	50%
3	Anti-aging ▲	49%
4	Cleansing ▼	32%
5	Even skin tone ▼	21%

Baby Boomer

Benefits		% of respondents
1	Hydration ▲	63%
2	Anti-aging ▲	56%
3	Sun protection / SPF ▲	55%
4	Cleansing ▼	27%
5	Even skin tone ▼	19%

YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>200 *Other, don't know, and not applicable options not shown.

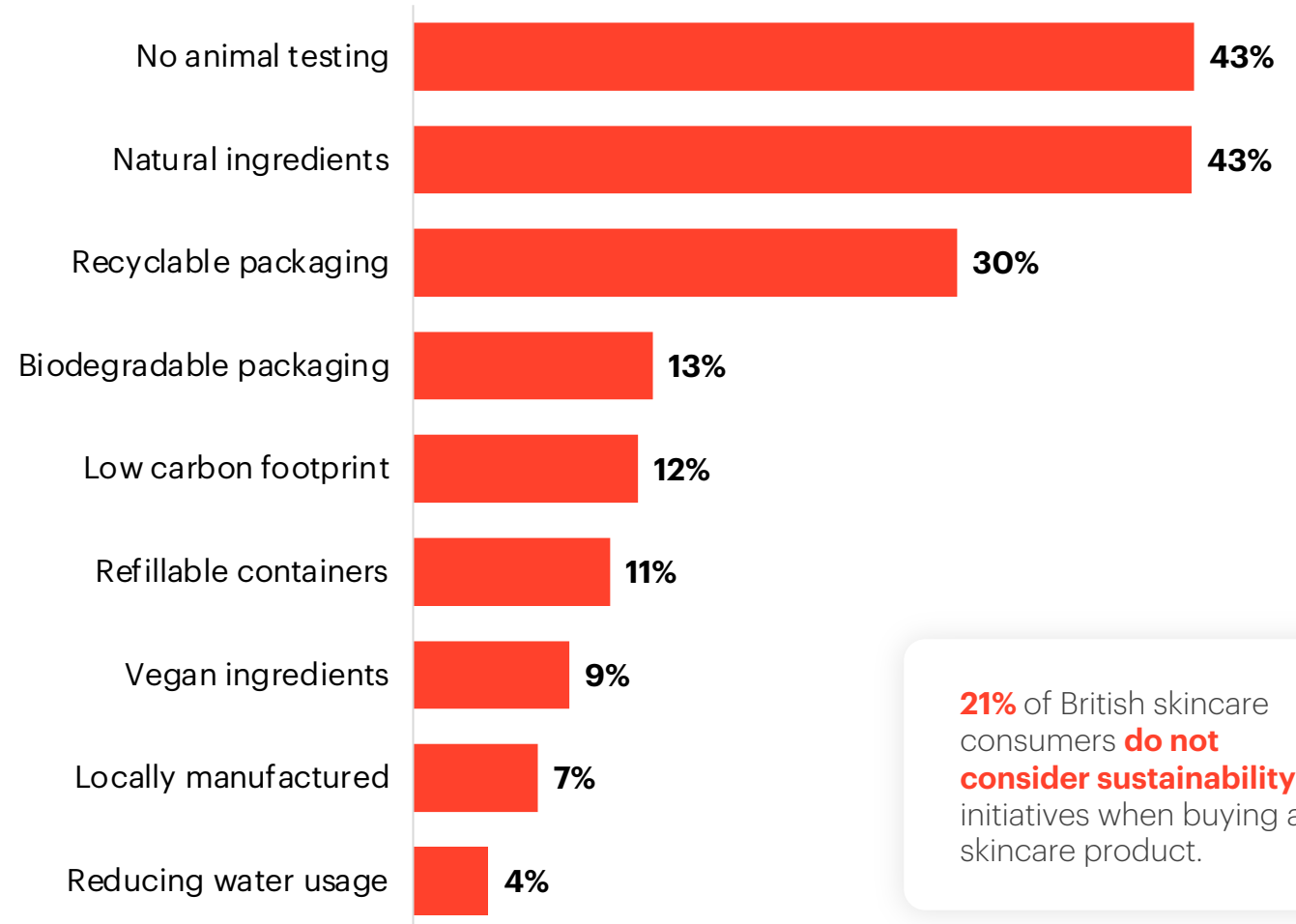
▲/▼: Indicates statistically significant differences among Gen Z and other generations

No animal testing and natural ingredients are the top sustainability initiatives

Followed by recyclable packaging (**30%**), biodegradable packaging (**13%**), low carbon footprint (**12%**), and refillable containers (**11%**).

Get in touch

What are the top 3 most important sustainability initiatives that you take into consideration when purchasing a skincare product.



21% of British skincare consumers **do not consider sustainability** initiatives when buying a skincare product.

YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>1,450.

*Don't know and other not shown.

Natural ingredients is an important sustainability initiative for Gen Z consumers

40% of Gen Z list natural ingredients as a top 3 sustainability initiative, followed by no animal testing (32%), recyclable packaging (29%) and biodegradable packaging (18%).

What are the top 3 most important sustainability initiatives that you take into consideration when purchasing a skincare product.

Gen Z

	Initiatives	% of respondents
1	Natural ingredients	40%
2	No animal testing	32%
3	Recyclable packaging	29%
4	Biodegradable packaging	18%
5	Low carbon footprint	16%
	I do not consider any sustainability initiatives	19%

Millennial

	Initiatives	% of respondents
1	Natural ingredients	42%
2	No animal testing	40%
3	Recyclable packaging	31%
4	Low carbon footprint	16%
5	Biodegradable packaging	16%
	I do not consider any sustainability initiatives	18%

Gen X

	Initiatives	% of respondents
1	No animal testing ▲	50%
2	Natural ingredients	43%
3	Recyclable packaging	29%
4	Biodegradable packaging	12%
5	Refillable containers	10%
	I do not consider any sustainability initiatives	19%

Baby Boomer

	Initiatives	% of respondents
1	No animal testing ▲	51%
2	Natural ingredients	46%
3	Recyclable packaging	31%
4	Biodegradable packaging ▼	11%
5	Low carbon footprint ▼	9%
	I do not consider any sustainability initiatives	24%

What drives consideration of skincare retailers among British skincare consumers?

Shopping with a known or trusted brand and good deals and discounts are the top two factors that help consumers decide which retailer to shop with.

Get in touch

What are the most important factors to you when deciding which skincare retailer to shop with? Please select all that apply.



YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>1,450.

*Don't know, other, and not applicable not shown.

Eyes on the price: Deals and discounts is the leading factor when deciding which retailer to shop with for Gen Z consumers

Almost 1 in 2 (49%) of Gen Z consumers state that deals and discounts is a key factor when deciding which retailer to shop with.

What are the most important factors to you when deciding which skincare retailer to shop with? Please select all that apply.

Gen Z

	Factors	% of respondents
1	Good deals and discounts	49%
2	Shopping with a known or trusted brand	42%
3	Finding the cheapest price	39%
4	Having a store located conveniently	29%
5	Receiving free delivery	26%

Millennial

	Factors	% of respondents
1	Shopping with a known or trusted brand	44%
2	Good deals and discounts	42%
3	Finding the cheapest price	38%
4	Receiving free delivery	26%
5	Receiving fast delivery	25%

Gen X

	Factors	% of respondents
1	Good deals and discounts	46%
2	Shopping with a known or trusted brand	40%
3	Finding the cheapest price	36%
4	Receiving free delivery	23%
5	Having a store located conveniently	22%

Baby Boomer

	Factors	% of respondents
1	Shopping with a known or trusted brand ▲	54%
2	Good deals and discounts	43%
3	Finding the cheapest price	37%
4	Having a store located conveniently	29%
5	Receiving free delivery	24%

YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>200. *Don't know, other, and not applicable not shown.

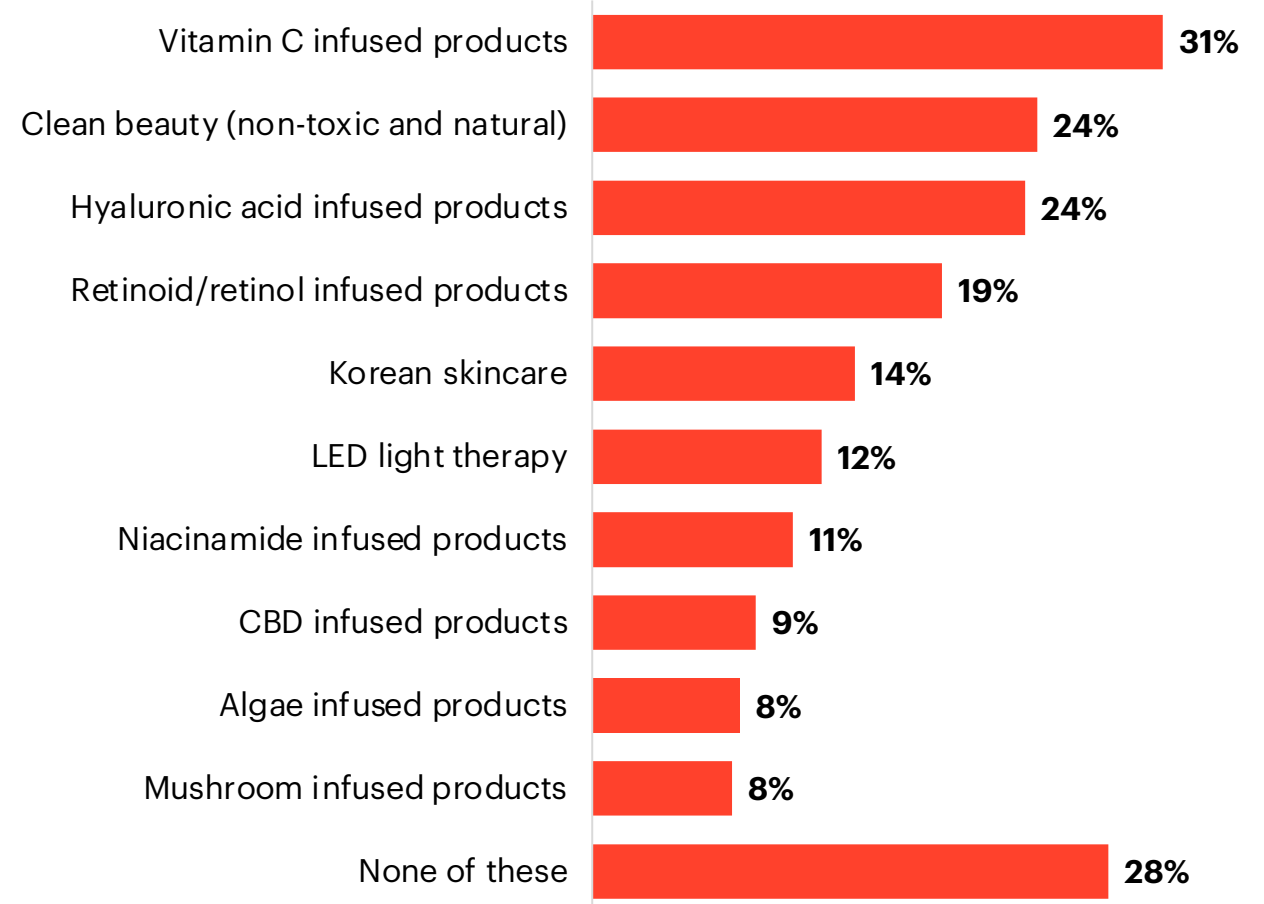
▲/▼: Indicates statistically significant differences between Gen Z and other generations.

Future-facing skincare trends

Vitamin C infused products, clean beauty, and hyaluronic acid infused products are the top trends that skincare consumers would consider trying in the next 12 months.

Get in touch

Which of the following skincare trends are would you consider trying in the next 12 months?



YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>1,450.

*Don't know and other not shown.

Gen Z skincare consumers are interested in trying vitamin C infused products, Korean skincare and clean beauty in 2025

42% of Gen Z skincare consumers would consider trying vitamin C infused products in the next 12 months.

Which of the following skincare trends are would you consider trying in the next 12 months?

Gen Z

	Trends	% of respondents
1	Vitamin C infused products	42%
2	Korean skincare	27%
3	Clean beauty (non-toxic and natural)	27%
4	Hyaluronic acid infused products	22%
5	Retinoid/retinol infused products	19%
	None of these	20%

Millennial

	Trends	% of respondents
1	Vitamin C infused products	37%
2	Hyaluronic acid infused products	28%
3	Clean beauty (non-toxic and natural)	22%
4	Retinoid/retinol infused products	21%
5	Korean skincare	21%
	None of these	22%

Gen X

	Trends	% of respondents
1	Vitamin C infused product ▼	30%
2	Hyaluronic acid infused products	25%
3	Clean beauty (non-toxic and natural)	23%
4	Retinoid/retinol infused products	20%
5	Korean skincare ▼	11%
	None of these ▲	32%

Baby Boomer

	Trends	% of respondents
1	Clean beauty (inon-toxic and natural)	26%
2	Vitamin C infused product ▼	22%
3	Hyaluronic acid infused products	21%
4	Retinoid/retinol infused products	18%
5	LED light therapy ▼	7%
	None of these	35%

YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>200 *Other and don't know not shown.
▲/▼: Indicates statistically significant differences between Gen Z and other generations.

The glow down: Discovery drivers

Uncovering how British skincare consumers discover new skincare products – and which digital channels have the biggest influence among each generation.

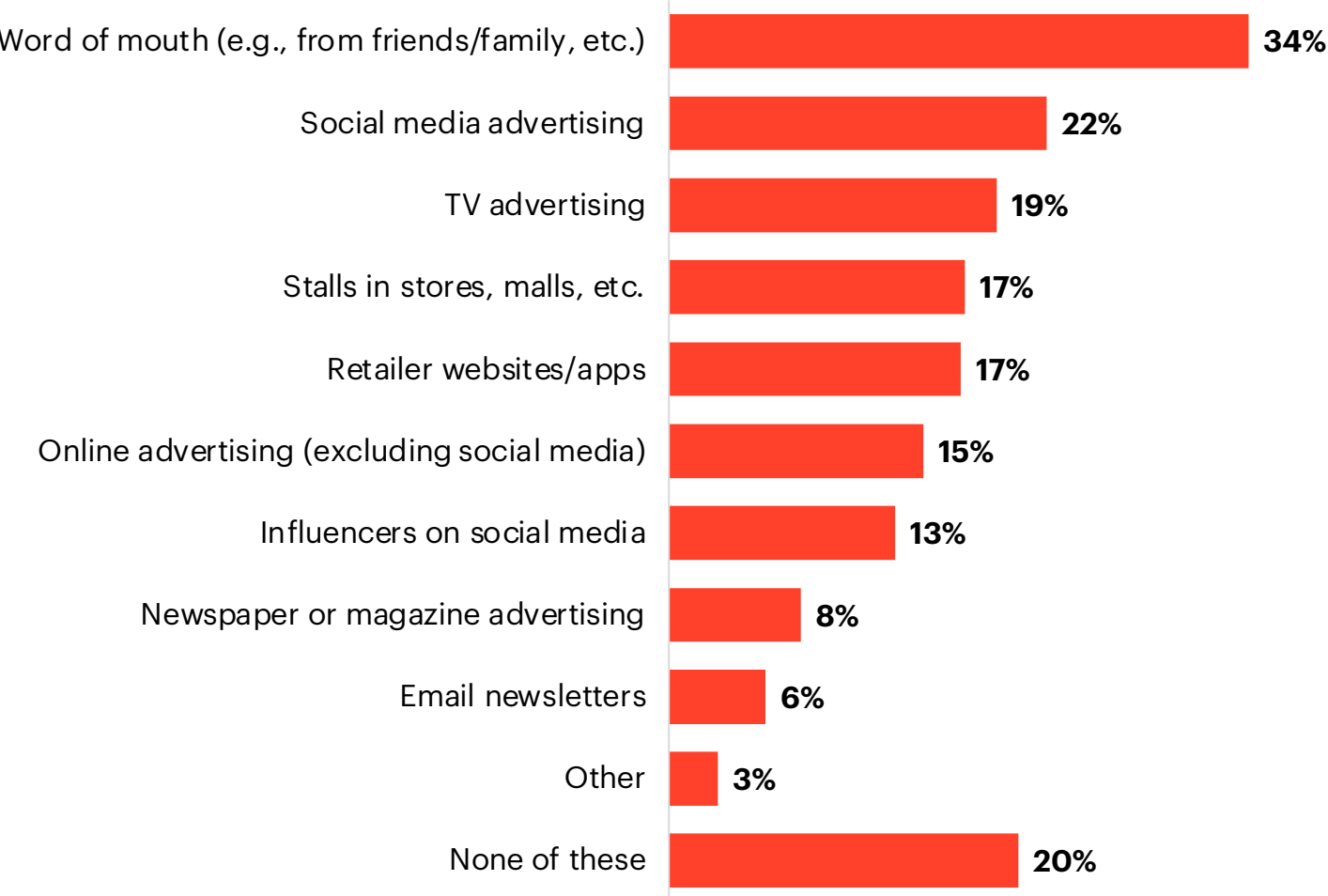


How skincare consumers discover new products

Word of mouth (**34%**) and social advertising (**22%**) are the top ways skincare consumers find out about new skincare products.

Get in touch

How do you usually find out about new skincare products? Please select all that apply.



YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>1,450.
*Don't know not shown.

Gen Z are more likely to find new skincare products via word of mouth, social media advertising, and influencers on social media

37% of Gen Z usually find out about new skincare products via social media advertising, compared to 22% of all age groups.

How do you usually find out about new skincare products? Please select all that apply.

Gen Z

	Discovery methods	% of respondents
1	Word of mouth ▲	48%
2	Social media advertising ▲	37%
3	Influencers on social media ▲	30%
4	Stalls in stores, malls, etc.	22%
5	Online advertising (excluding social media)	19%

Millennial

	Discovery methods	% of respondents
1	Word of mouth ▼	35%
2	Social media advertising ▼	27%
3	Retailer websites/apps	19%
4	Stalls in stores, malls, etc.	19%
5	Influencers on social media ▼	18%

Gen X

	Discovery methods	% of respondents
1	Word of mouth ▼	30%
2	Retailer websites/apps	18%
3	TV advertising	18%
4	Social media advertising ▼	18%
5	Stalls in stores, malls, etc. ▼	13%

Baby Boomer

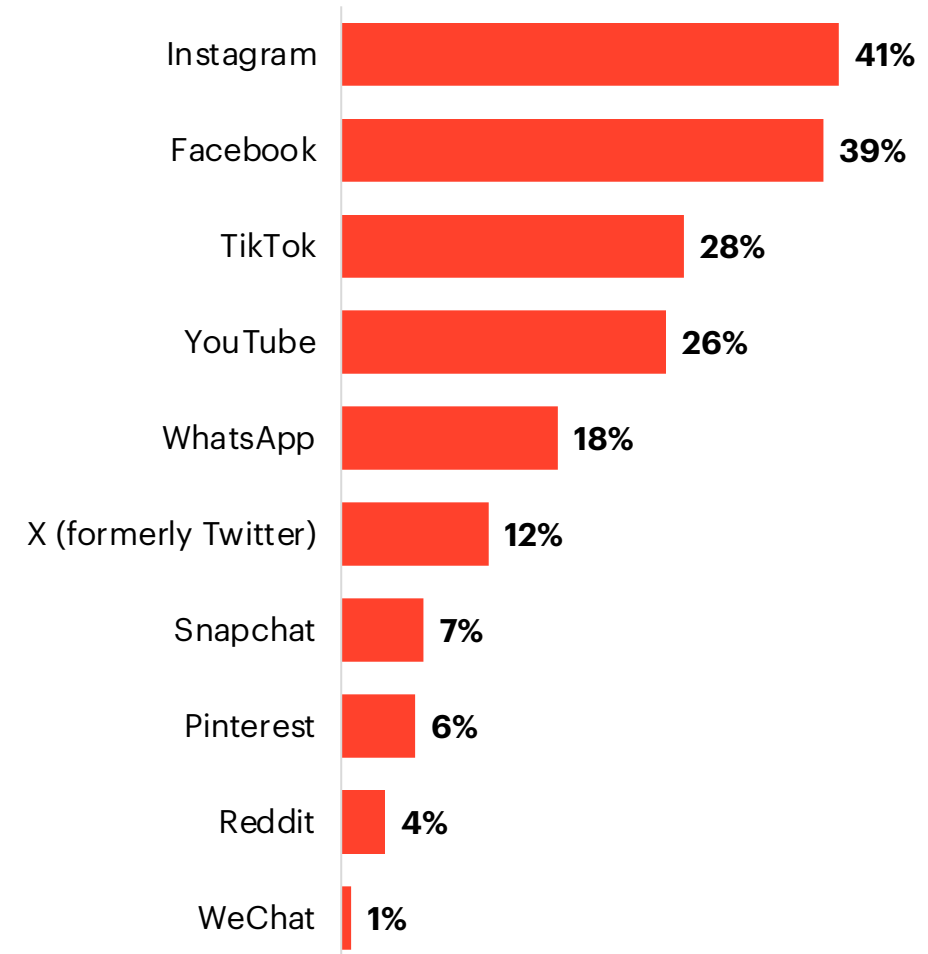
	Discovery methods	% of respondents
1	Word of mouth ▼	28%
2	TV advertising	20%
3	Stalls in stores, malls, etc. ▼	15%
4	Retailer websites/apps	14%
5	Online advertising (excluding social media)	13%

Instagram is the leading digital platform for discovering new skincare products

41% of British skincare consumers usually discover new skincare products on Instagram, followed by Facebook (**39%**) and TikTok (**28%**).

Get in touch

Which digital platforms, if any, do you usually discover new skincare products on? Please mark all that apply.



YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>800.

*Excludes respondents who selected N/A - I do not discover new skincare products on any of these digital platforms. Don't know and N/A not shown.

Gen Z are more likely to discover new skincare products on TikTok

49% of Gen Z skincare consumers said they discover new skincare products on TikTok, compared to 28% of all age groups.

Which digital platforms, if any, do you usually discover new skincare products on? Please mark all that apply.

Gen Z

	Platforms	% of respondents
1	Instagram	53%
2	TikTok ▲	49%
3	YouTube	35%
4	Facebook ▼	28%
5	X (formerly Twitter) ▲	25%

Millennial

	Platforms	% of respondents
1	Instagram	53%
2	Facebook ▲	40%
3	TikTok ▼	34%
4	YouTube	29%
5	WhatsApp	23%

Gen X

	Platforms	% of respondents
1	Facebook ▲	44%
2	Instagram ▼	31%
3	YouTube ▼	23%
4	TikTok ▼	18%
5	WhatsApp ▼	10%

Baby Boomer

	Platforms	% of respondents
1	Facebook ▲	48%
2	Instagram ▼	16%
3	YouTube ▼	16%
4	WhatsApp ▼	10%
5	TikTok ▼	5%

YouGov Surveys, 13th September to 1st October 2024. GB skincare consumers: n>100 *Excludes respondents who selected N/A - I do not discover new skincare products on any of these digital platforms. Don't know not shown. ▲/▼: Indicates statistically significant differences between Gen Z and other generations.

Profiling Gen Z skincare enthusiasts

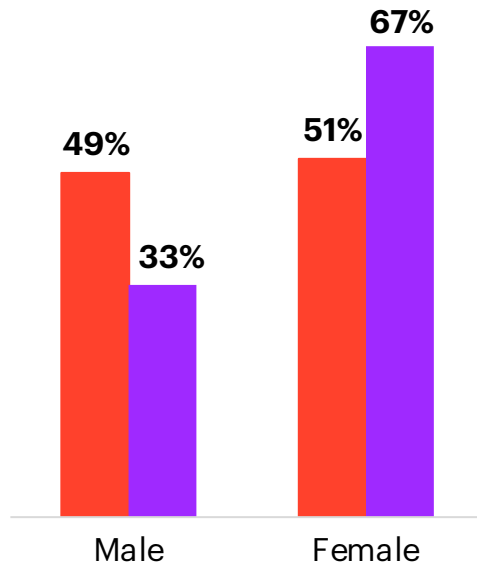
Profiling Gen Z consumers with a skincare routine.



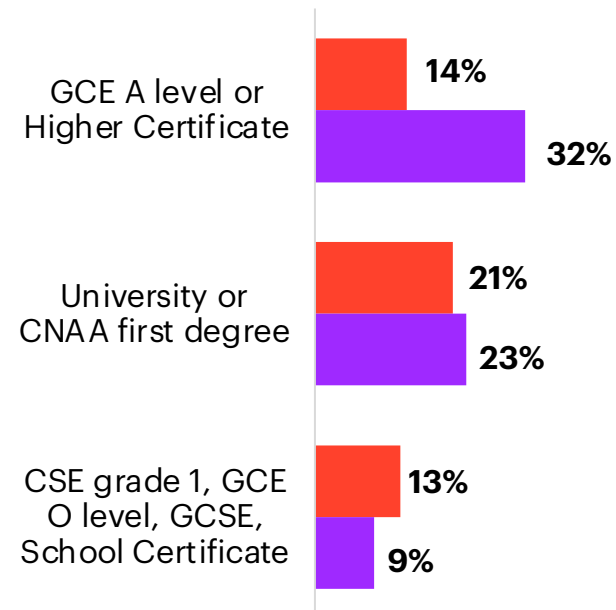
Getting to know Gen Z skincare enthusiasts

■ Nat rep ■ Gen Z skincare enthusiasts

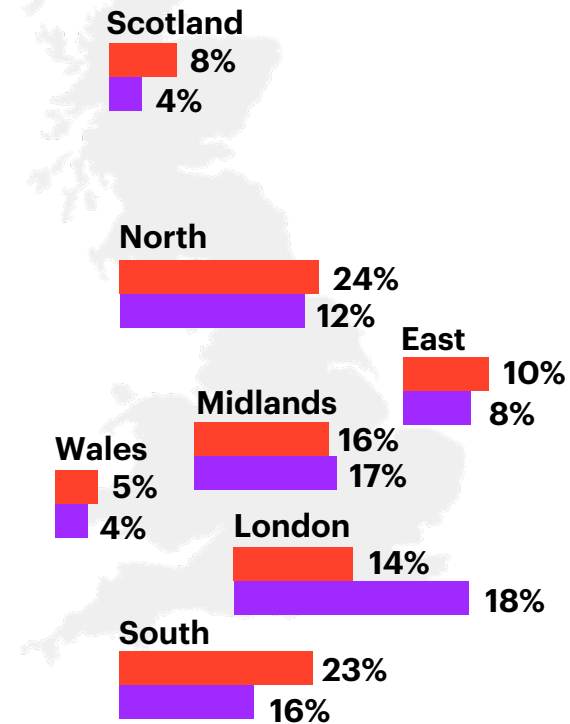
Gender



Highest education qualification (top 3 responses)

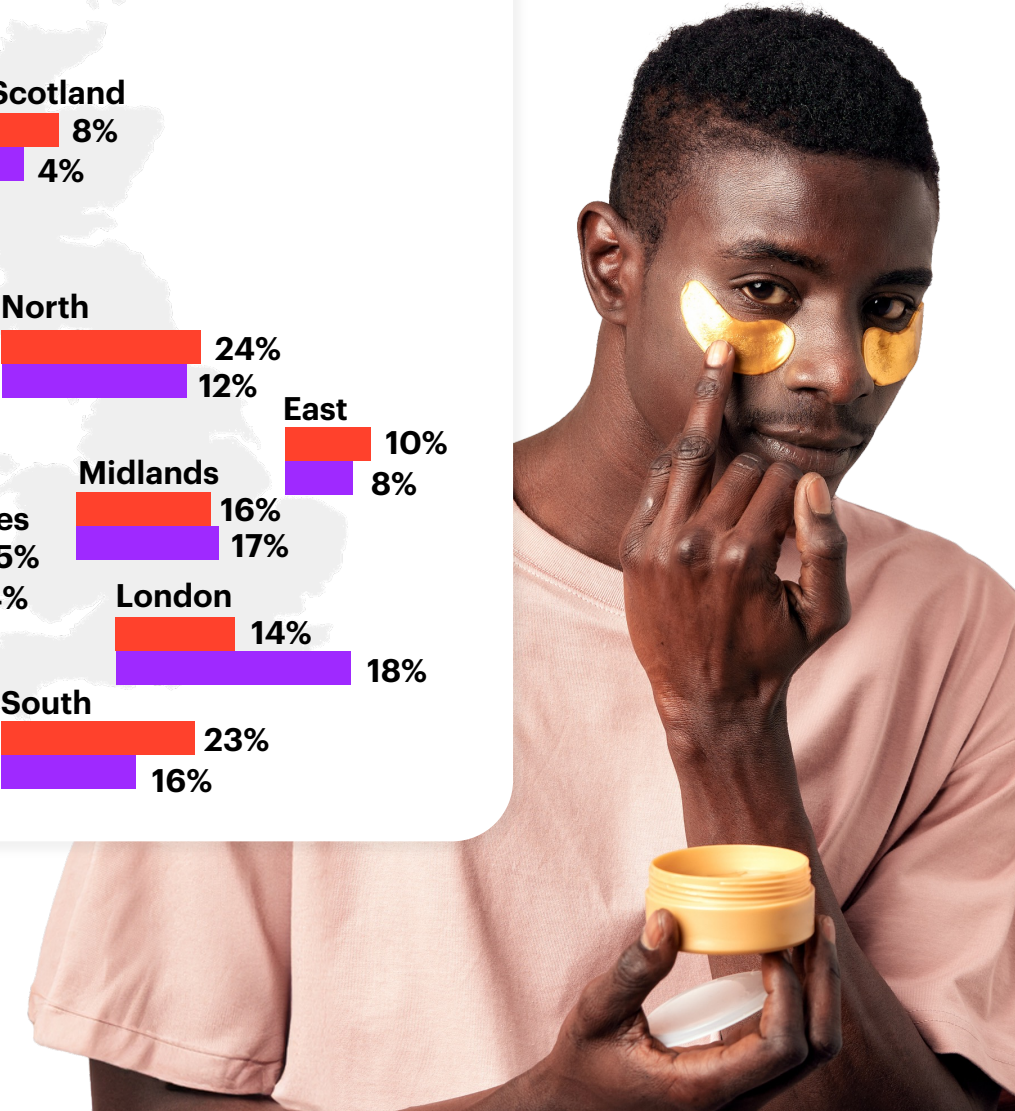


Location



Start your audience analysis

YouGov Profiles November 2024. GB Gen Z (born 1997 or later) and agree or strongly agree to "I have a skincare regime": n>1,150.



2 in 3 Gen Z skincare enthusiasts are more likely to engage with advertisements on social media than regular websites

[Start your audience analysis](#)

66%

of Gen Z skincare enthusiasts agree: **"I'm more likely to engage with advertisements on social media than on regular websites."** compared to 26% of nat rep.

46%

of Gen Z skincare enthusiasts agree: **"I enjoy watching ads with my favourite celebrities."** compared to 22% of nat rep.



YouGov Profiles November 2024. GB Gen Z (born 1997 or later) and agree or strongly agree to "I have a skincare regime": n>1,150.

Looking good and preventing aging are big drivers for Gen Z skincare enthusiasts

Start your audience analysis

80%

of Gen Z skincare enthusiasts agree: **"I use beauty products to make myself look better."** compared to 46% of nat rep.

67%

of Gen Z skincare enthusiasts agree: **"I use beauty products to prevent my skin from aging."** compared to 42% of nat rep.

64%

of Gen Z skincare enthusiasts agree: **"I would never go to bed without removing my makeup first."** compared to 37% of nat

YouGov Profiles November 2024. GB Gen Z (born 1997 or later) and agree or strongly agree to "I have a skincare regime": n>1,150.

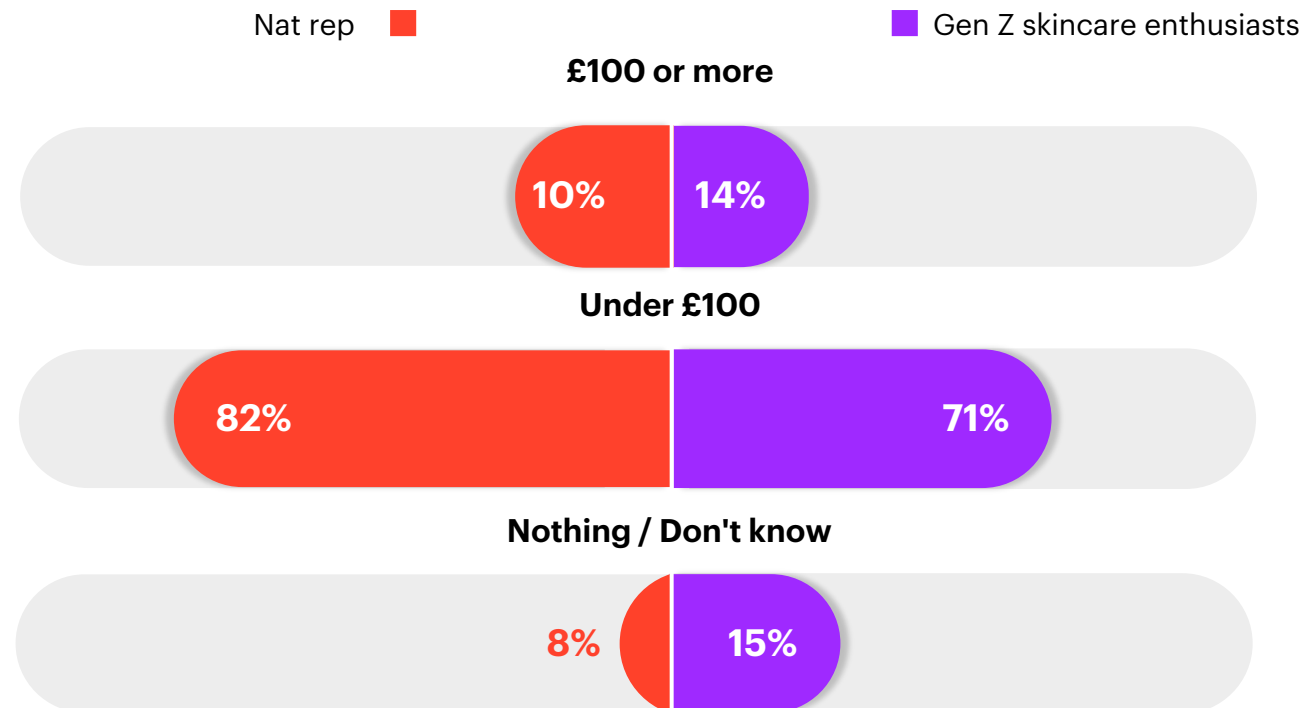


Hey big spenders! What Gen Z skincare enthusiasts spend on personal care

On average, Gen Z skincare enthusiasts spent **£65** on personal care products in the last 3 months, **£18** more than the national average.

[Start your audience analysis](#)

On average how much would you estimate you have spent on personal care products in the last 3 months? If you are unsure, please try to estimate.



YouGov Profiles November 2024. GB Gen Z (born 1997 or later) and agree or strongly agree to "I have a skincare regime": n>800. Don't know/Prefer not to say not shown.

Skincare and cosmetics brand rankings

Exploring the top 10 skincare and cosmetics brands based on consideration among beauty consumers, with deep dives by generation and gender.



Top skincare and cosmetic brands among beauty consumers

Explore more data



Rank	Brand	Consideration
1	No. 7	35.3%
2	Maybelline	24.3%
3	Clinique	23.1%
4	L'Oréal Paris Makeup	21.2%
5	Rimmel	21.1%
6	Dior	18.2%
7	Max Factor	18.0%
8	M.A.C	17.9%
9	Charlotte Tilbury	17.4%
10	Chanel	16.6%

YouGov BrandIndex 1st December 2023 to 30th November 2024. UK beauty consumers: n>10,750.
Question: When you are in the market next to buy a product from a cosmetic and skincare brand, from which of the following would you consider?

Top skincare and cosmetic brands by gender

Explore more data



Men			Women		
Rank	Brand	Consideration	Rank	Brand	Consideration
1	Bulldog	30.7%	1	No. 7	42.8%
2	Dior	25.3%	2	Maybelline	31.1%
3	Chanel	20.9%	3	Rimmel	27.5%
4	Clarins for Men	17.8%	4	Clinique	26.0%
5	No. 7	17.6%	5	L'Oréal Paris Makeup	24.6%
6	Clinique	16.1%	6	Max Factor	22.9%
7	Avon	14.2%	7	Charlotte Tilbury	22.9%
8	Yves Saint Laurent (YSL)	13.8%	8	M.A.C	22.8%
9	L'Oréal Paris Makeup	13.0%	9	Benefit	20.0%
10	Clarins	9.7%	10	Estée Lauder	17.5%

YouGov BrandIndex 1st December 2023 to 30th November 2024. UK beauty consumers: n>3,150.
Question: When you are in the market next to buy a product from a cosmetic and skincare brand, from which of the following would you consider?

Top skincare and cosmetic brands by generation

Gen Z

Rank	Brand	Consideration
1	Maybelline	28.3%
2	Dior	26.6%
3	L'Oréal Paris Makeup	24.3%
4	NYX	22.8%
5	No. 7	21.9%
6	Charlotte Tilbury	19.3%
7	M.A.C	18.1%
8	Clinique	16.9%
9	Rimmel	16.7%
10	Chanel	16.3%

Millennial

Rank	Brand	Consideration
1	No. 7	27.8%
2	Maybelline	26.0%
3	L'Oréal Paris Makeup	24.8%
4	M.A.C	24.3%
5	Charlotte Tilbury	22.4%
6	Clinique	22.4%
7	Dior	22.3%
8	Rimmel	22.3%
9	Benefit	19.2%
10	Max Factor	18.0%

Gen X

Rank	Brand	Consideration
1	No. 7	41.6%
2	Clinique	26.2%
3	Rimmel	24.2%
4	Maybelline	23.9%
5	Max Factor	19.9%
6	L'Oréal Paris Makeup	18.2%
7	Clarins	17.7%
8	Avon	17.5%
9	M.A.C	17.2%
10	Chanel	16.7%

Baby Boomer

Rank	Brand	Consideration
1	No. 7	49.5%
2	Clinique	25.2%
3	Max Factor	21.7%
4	Maybelline	19.6%
5	Clarins	19.3%
6	Rimmel	19.3%
7	Avon	17.8%
8	L'Oréal Paris Makeup	16.6%
9	Chanel	15.4%
10	Estée Lauder	13.8%

YouGov BrandIndex 1st December 2023 to 30th November 2024. UK beauty consumers: n>1,550.

Question: When you are in the market next to buy a product from a cosmetic and skincare brand, from which of the following would you consider?

Build a complete picture of your brand

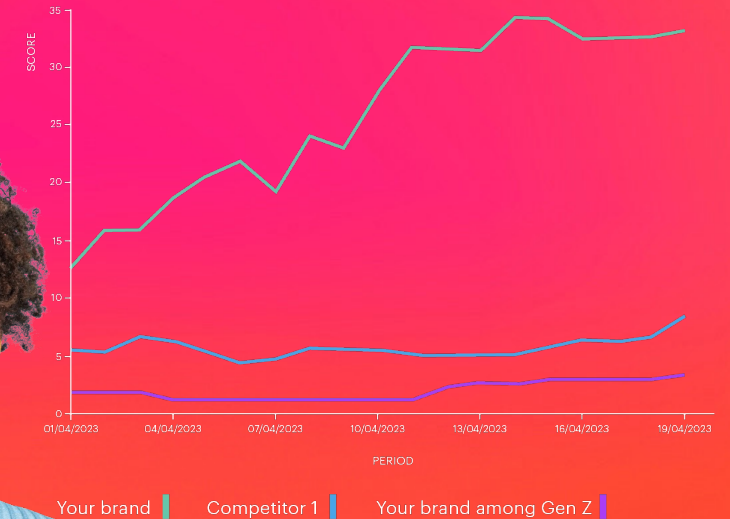
Gain a deep understanding of your brand health and performance against top competitors in your industry with YouGov's brand and campaign tracking solutions.

Track key metrics, measure campaign effectiveness, and access real-time insights into what people think, feel, and say about your brand.

Explore brand tracking



Advertising awareness



Metrics ▾

Advertising awareness

Methodology

The insights in this report have been sourced via YouGov Surveys: Serviced, YouGov Profiles and YouGov BrandIndex.

The consumer insights in this report were sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.

The multi-region survey was conducted from 13th September to 1st October 2024, with 2042 GB respondents.

The target group of "Skincare consumers" is determined by those who answered the question: In general, what are the main reasons you purchase skincare products? (excludes those who selected "N/A - I do not purchase skincare products")

The profile deep dive in this report was powered by YouGov Profiles – an ever-growing source of living consumer data, with 2+ million data variables from YouGov's 27+ million global panelists.

The data used in this report was accessed via Profiles+ GB on 24th November 2024.

The brand rankings in this report are sourced from YouGov's always-on brand tracker, YouGov BrandIndex.

Consideration scores are based on respondents' answers to the following question: "When you are in the market next to buy a product from a cosmetic and skincare brand, from which of the following would you consider?" The target group of "Beauty consumers" is determined by those who answered very likely or likely to "How likely are you to use or visit a skincare or cosmetics brand in the next 30 days?"

To qualify as a top ranked brand, brands must have scores available for at least 183 days between 1st December 2023 to 30th November 2024. A minimum base size of 300 (N) is required.

Throughout the report, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomer (1946-1964).



Thank you

/Research Reality

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