



Face value: Unmasking skincare shoppers in Singapore in 2025

Exploring Singapore's skincare priorities in 2025, with a spotlight on those aged 18-29.



Contents

- 1** Foreword
- 2** Report takeaways
- 3** The glow factor: Consumer insights and discovery drivers
- 4** Methodology



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 younger demographic – with a profile deep dive on skincare enthusiasts aged 18-29.”

Chi Wei Teo

General Manager, YouGov Singapore

[Get in touch](#)

[Explore our solutions](#)

[Run a survey](#)

Report takeaways



Future-facing trends: 38% of Singaporean skincare consumers would consider trying out Vitamin C infused products in the next 12 months, followed by Korean skincare (34%), and clean beauty (33%).



Tuning into discovery channels: Instagram is the leading digital platform for discovering new skincare products for all skincare consumers (52%), followed by Facebook (46%) and YouTube (42%). TikTok performs notably higher among those aged 18-29.



Retail sway: "Good deals and discounts" is the top factor that help consumers decide which retailer to shop with. 67% of skincare consumers select this as an important factor in their decision making.



Vanity metrics: 53% of skincare consumers aged 18-29 purchase skincare products to improve their skin for beauty reasons, compared to 34% for all age groups.



Influencing the 18-29s: Word of mouth, social media advertising and influencers are the top three discovery methods for skincare consumers aged 18-29.



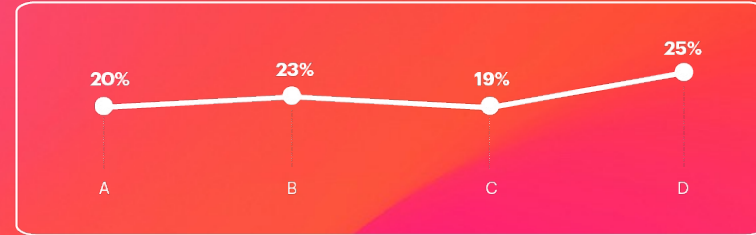
Real insights into what the world thinks

Gain access to real-world data and expertise in market research, powered by reality – from real people, in real time.

Get unsurpassed data accuracy, without the distortions and biases that often compromise research data. We're here to help you generate insights that lead to better decisions and keep you ahead of the competition.

[Explore our solutions](#)

Data results



37%
(vs. Nat Rep)



The glow factor: Consumer insights

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



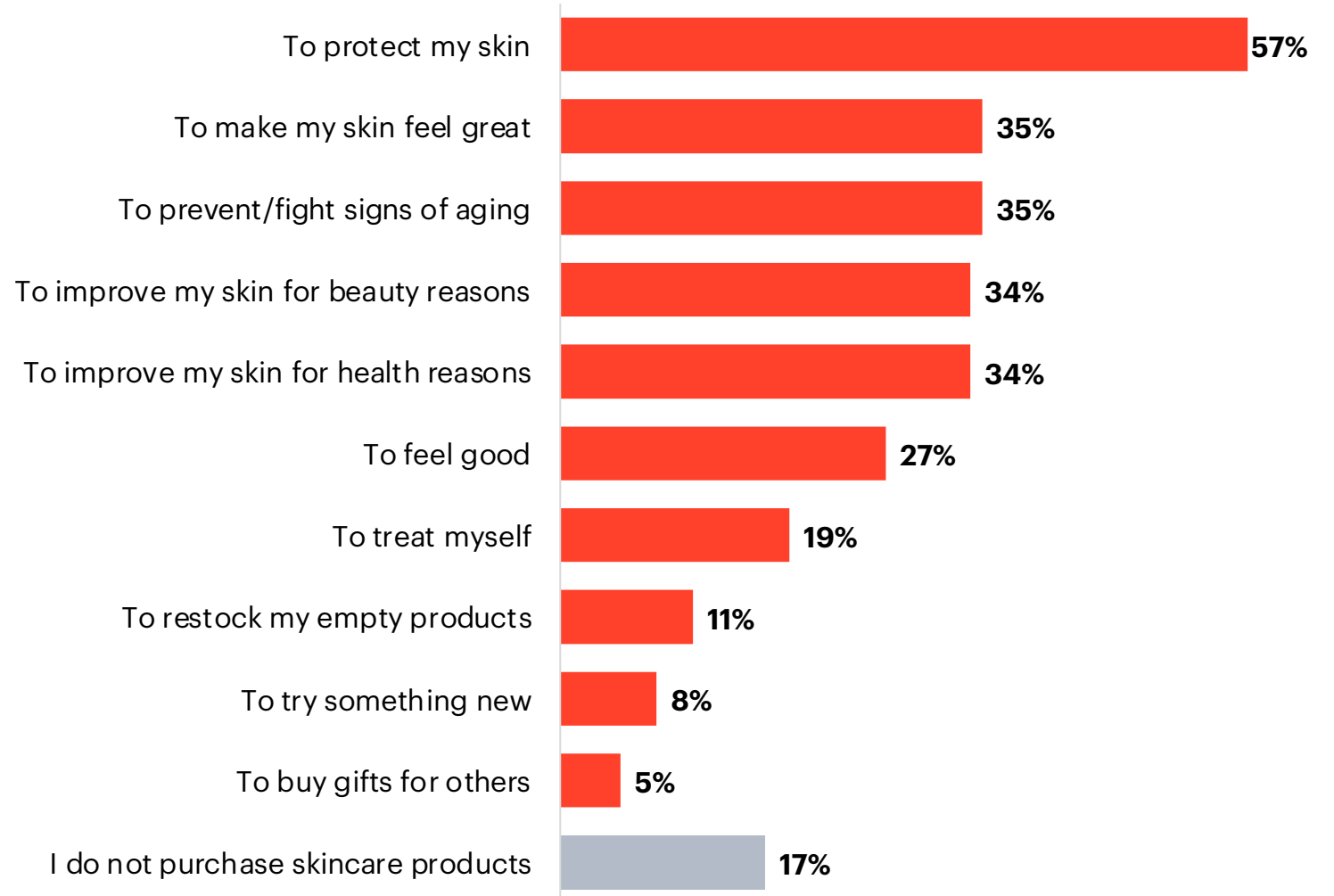
What matters to Singaporeans in 2025?

57% of people in Singapore state feel protecting their skin is a main reason for purchasing skincare products, followed by making their skin feel great (**35%**), preventing signs of aging (**35%**), and improving their skin for beauty reasons (**34%**).

17% said they do not purchase skincare products.

[Get in touch](#)

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



YouGov Surveys: September 13 - October 1, 2024, SG. (n> 1,000). Don't know and Other options not shown.

Skincare consumers aged 18-29 are more likely to purchase skincare products to improve their skin for beauty reasons

Those aged 45+ are significantly more likely to purchase skincare products to prevent the signs of aging.

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

Age: 18-29

	Reasons to purchase	% of respondents
1	To protect my skin	73%
2	To improve my skin for beauty reasons ▲	53%
3	To make my skin feel great ▲	51%
4	To improve my skin for health reasons	43%
5	To feel good	36%

Age: 30-44

	Reasons to purchase	% of respondents
1	To protect my skin	65%
2	To improve my skin for beauty reasons ▼	43%
3	To improve my skin for health reasons	42%
4	To prevent/fight signs of aging	41%
5	To make my skin feel great ▼	41%

Age: 45+

	Reasons to purchase	% of respondents
1	To protect my skin	70%
2	To prevent/fight signs of aging ▲	46%
3	To improve my skin for health reasons	40%
4	To make my skin feel great ▼	39%
5	To improve my skin for beauty reasons ▼	35%

YouGov Surveys: September 13 - October 1, 2024, SG. Singaporeans who purchase skincare products (n> 150). Don't know and None of these options not shown.

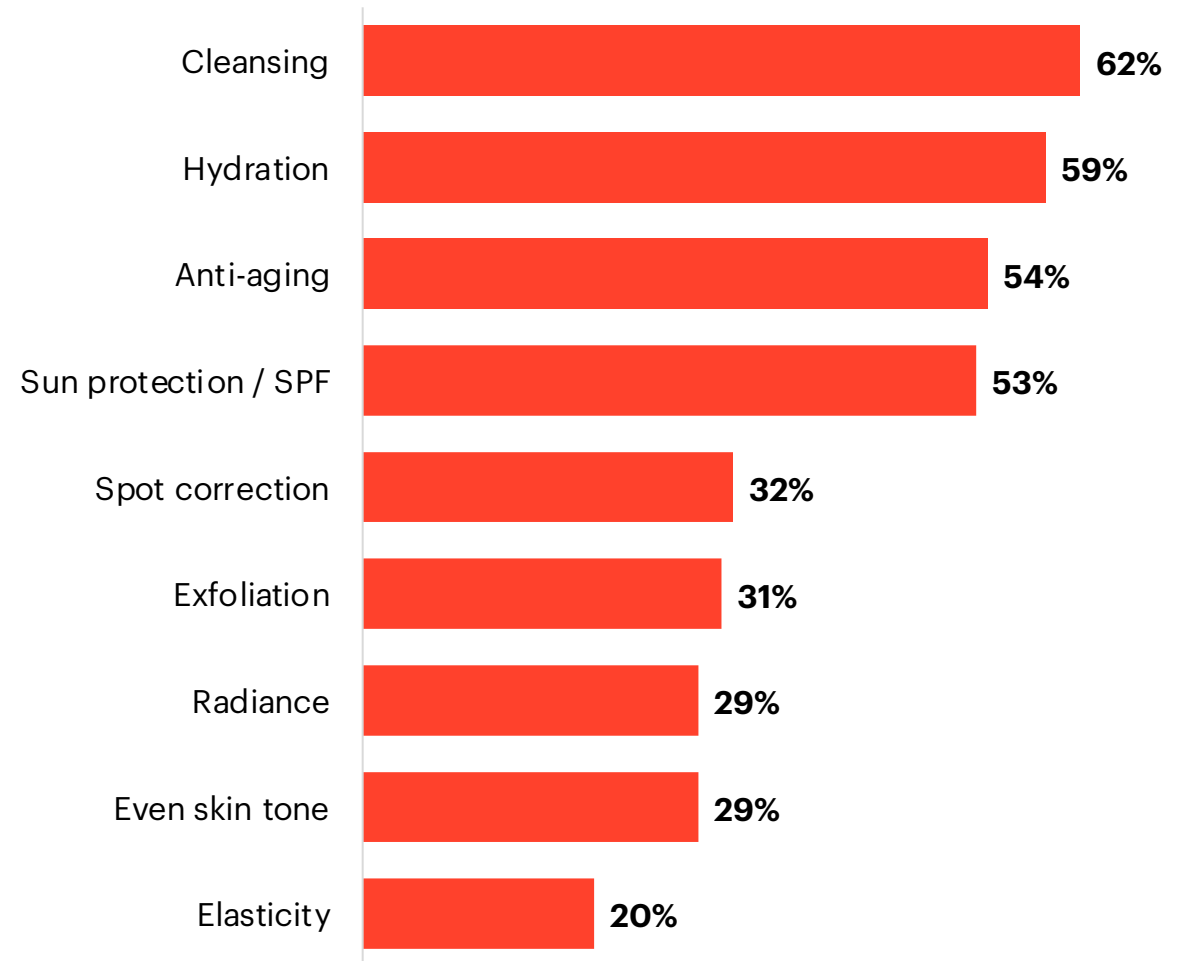
▲/▼: Indicates statistically significant differences among 18-29 and other age groups.

Cleansing is the main benefit that skincare consumers look for

Hydration (59%) and anti-aging (54%) complete the top 3.

[Get in touch](#)

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



YouGov Surveys: September 13 - October 1, 2024, SG. Singaporeans who purchase skincare products (n>800). *Other, Don't know, and Not applicable options not shown.

Skincare consumers aged 18-29 look for cleansing, hydration, SPF, exfoliation and anti-aging benefits

Those aged 30+ are more likely to prioritize anti-aging as a key benefit in their skincare products.

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

Age: 18-29

	Skincare benefits	% of respondents
1	Cleansing	67%
2	Hydration	60%
3	Sun protection / SPF	51%
4	Exfoliation	35%
5	Anti-aging ▼	31%

Age: 30-44

	Skincare benefits	% of respondents
1	Cleansing	62%
2	Hydration	60%
3	Sun protection / SPF	55%
4	Anti-aging ▲	54%
5	Exfoliation	36%

Age: 45+

	Skincare benefits	% of respondents
1	Anti-aging ▲	65%
2	Cleansing	61%
3	Hydration	57%
4	Sun protection / SPF	52%
5	Spot correction	35%

Natural ingredients and no animal testing are the top sustainability initiatives for Singaporeans

Followed by refillable containers (20%), low carbon footprint (16%), recyclable packaging (16%) and biodegradable packaging (15%).

[Get in touch](#)

Which sustainability initiatives, if any, are most important to you when purchasing a skincare product? Please select up to 3 options.



YouGov Surveys: September 13 - October 1, 2024, SG. Singaporeans who purchase skincare products (n>800). *Don't know and Other options not shown.

22% of skincare consumers aged 18-29 do not consider any sustainability initiatives when purchasing a skincare product

Compared to 20% of those aged 30-44 and 14% of those aged 45+.

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

Age: 18-29

	Sustainability initiatives	% of respondents
1	Natural ingredients	50%
2	No animal testing	31%
3	Refillable containers	19%
4	Recyclable packaging	19%
5	Low carbon footprint	18%

I do not consider any sustainability initiatives **22%**

Age: 30-44

	Sustainability initiatives	% of respondents
1	Natural ingredients	55%
2	No animal testing	29%
3	Refillable containers	19%
4	Low carbon footprint	18%
5	Biodegradable packaging	17%

I do not consider any sustainability initiatives **20%**

Age: 45+

	Sustainability initiatives	% of respondents
1	Natural ingredients ▼	66%
2	No animal testing	35%
3	Refillable containers	20%
4	Recyclable packaging	16%
5	Biodegradable packaging	14%

I do not consider any sustainability initiatives ▼ **14%**

What drives consideration of retailers among Singaporean skincare consumers?

67% consider good deals and discounts as an important factor when deciding which skincare retailer to shop with.

[Get in touch](#)

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



YouGov Surveys: September 13 - October 1, 2024, SG. Singaporeans who purchase skincare products (n>800).
*Don't know, Other, and Not applicable options not shown.

Skincare consumers aged 18-29 are majorly motivated by deals and discounts

Those aged 45+ are significantly more likely to be motivated by retailers with a conveniently located store.

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

Age: 18-29

	Retailer factors	% of respondents
1	Good deals and discounts	67%
2	Shopping with a known or trusted brand	53%
3	Finding the cheapest price	41%
4	Receiving free delivery	30%
5	Benefitting from rewards via a loyalty scheme or program	28%

Age: 30-44

	Retailer factors	% of respondents
1	Good deals and discounts	69%
2	Shopping with a known or trusted brand	53%
3	Finding the cheapest price	36%
4	Receiving free delivery	36%
5	Having a store located conveniently	31%

Age: 45+

	Retailer factors	% of respondents
1	Good deals and discounts	66%
2	Shopping with a known or trusted brand	55%
3	Having a store located conveniently ▲	35%
4	Finding the cheapest price	34%
5	Receiving free delivery	33%

YouGov Surveys: September 13 - October 1, 2024, SG. Singaporeans who purchase skincare products (n>150). *Don't know and Not applicable not shown.

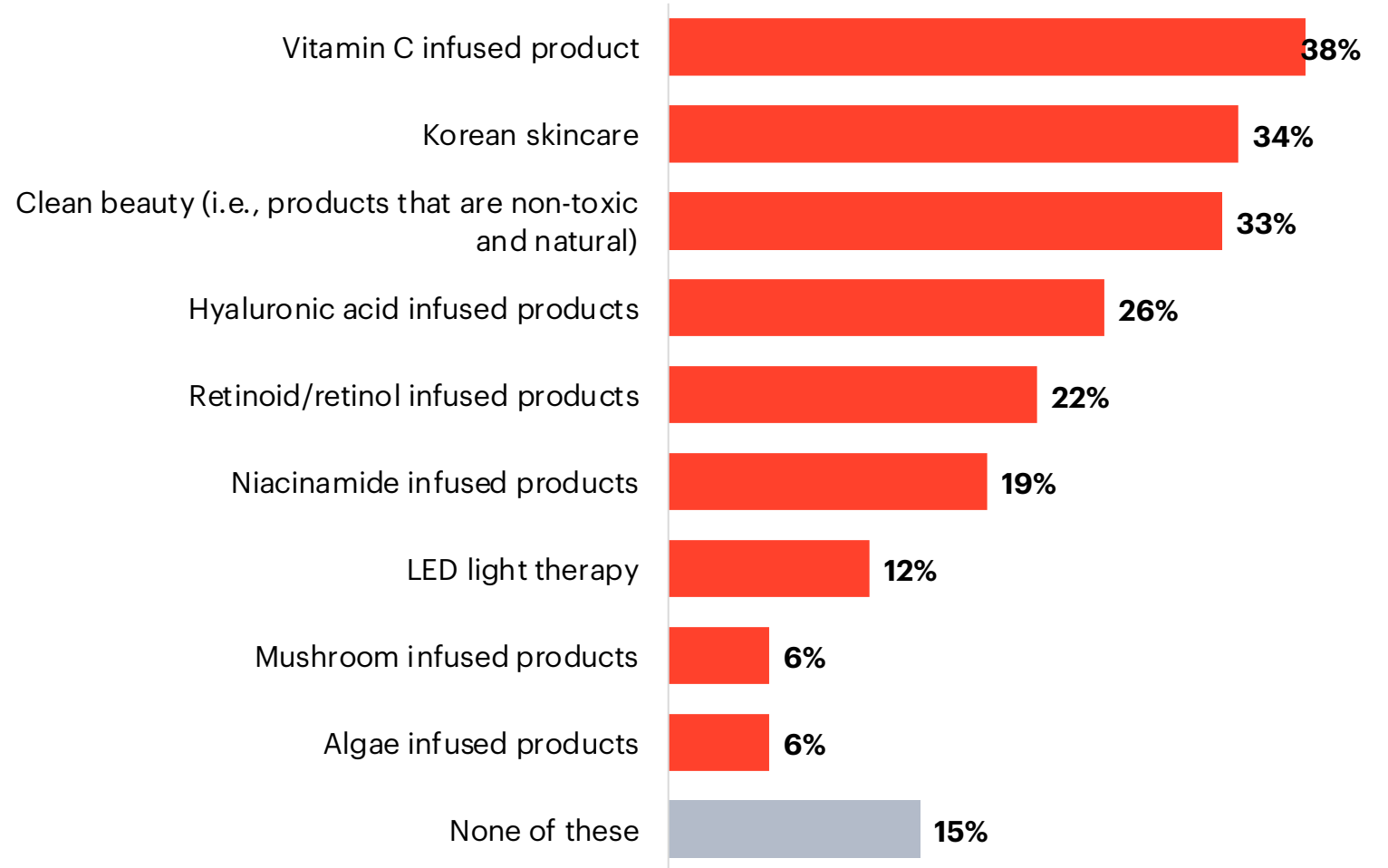
▲/▼: Indicates statistically significant differences among 18-29 and other age groups.

Future-facing skincare trends

Vitamin C infused products (**38%**), Korean skincare (**34%**), and clean beauty (i.e., products that are non-toxic and natural) (**33%**) 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: September 13 - October 1, 2024, US. Americans who purchase skincare products (n>800).

*Don't know not shown.

Skincare consumers aged 18-29 are more likely to consider trying Korean skincare in next 12 months than other age groups

Almost half (46%) of skincare consumers aged 18-29 are considering trying Korean skincare in the next 12 months.

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

Age: 18-29

	Top 5 Skincare trends	% of respondents
1	Korean skincare ▲	46%
2	Vitamin C infused product	36%
3	Hyaluronic acid infused products	26%
4	Clean beauty (i.e., products that are non-toxic and natural)	25%
5	Retinoid/retinol infused products	25%

None of these

11%

Age: 30-44

	Top 5 Skincare trends	% of respondents
1	Vitamin C infused product	38%
2	Korean skincare ▼	37%
3	Clean beauty (i.e., products that are non-toxic and natural)	31%
4	Hyaluronic acid infused products	31%
5	Retinoid/retinol infused products	25%

None of these

10%

Age: 45+

	Top 5 Skincare trends	% of respondents
1	Clean beauty (i.e., products that are non-toxic and natural) ▲	38%
2	Vitamin C infused product	38%
3	Korean skincare ▼	26%
4	Hyaluronic acid infused products	22%
5	Retinoid/retinol infused products	18%

None of these ▲

20%

Skincare discovery drivers

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

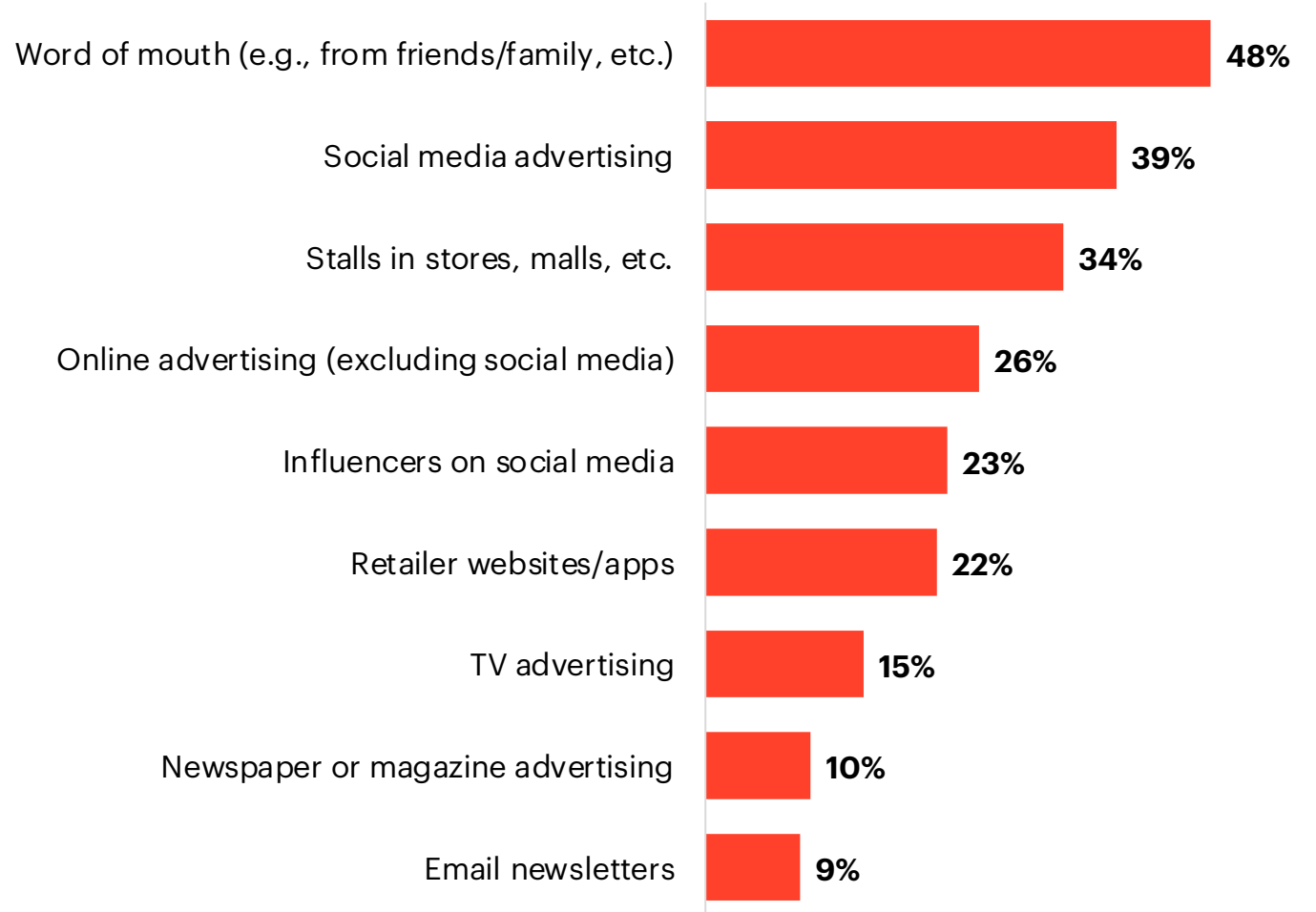


How Singaporean skincare consumers discover new products

Word of mouth (48%), social media advertising (39%), and stalls in stores (34%) are the top three ways skincare consumers find about new skincare products.

Get in touch

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



YouGov Surveys: September 13 - October 1, 2024, SG. Singaporeans who purchase skincare products (n>800). *Don't know and None of these option not shown.

Word of mouth, social media advertising and influencers are the top three discovery methods for skincare consumers aged 18-29 in Singapore

Almost 1 in 3 skincare consumers aged 18-29 said they find out about new skincare products via influencers on social media (32%).

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

Age: 18-29

	Discovery method	% of respondents
1	Word of mouth	57%
2	Social media advertising	47%
3	Influencers on social media	32%
4	Online advertising (excluding social media)	29%
5	Stalls in stores, malls, etc.	29%

Age: 30-44

	Discovery method	% of respondents
1	Word of mouth	51%
2	Social media advertising	41%
3	Stalls in stores, malls, etc.	30%
4	Influencers on social media	29%
5	Online advertising (excluding social media)	24%

Age: 45+

	Discovery method	% of respondents
1	Word of mouth ▼	43%
2	Stalls in stores, malls, etc. ▲	39%
3	Social media advertising ▼	34%
4	Online advertising (excluding social media)	25%
5	Retailer websites/apps ▲	24%

YouGov Surveys: September 13 - October 1, 2024, SG. Singaporeans who purchase skincare products (n>150). *Don't know and None of these option not shown.

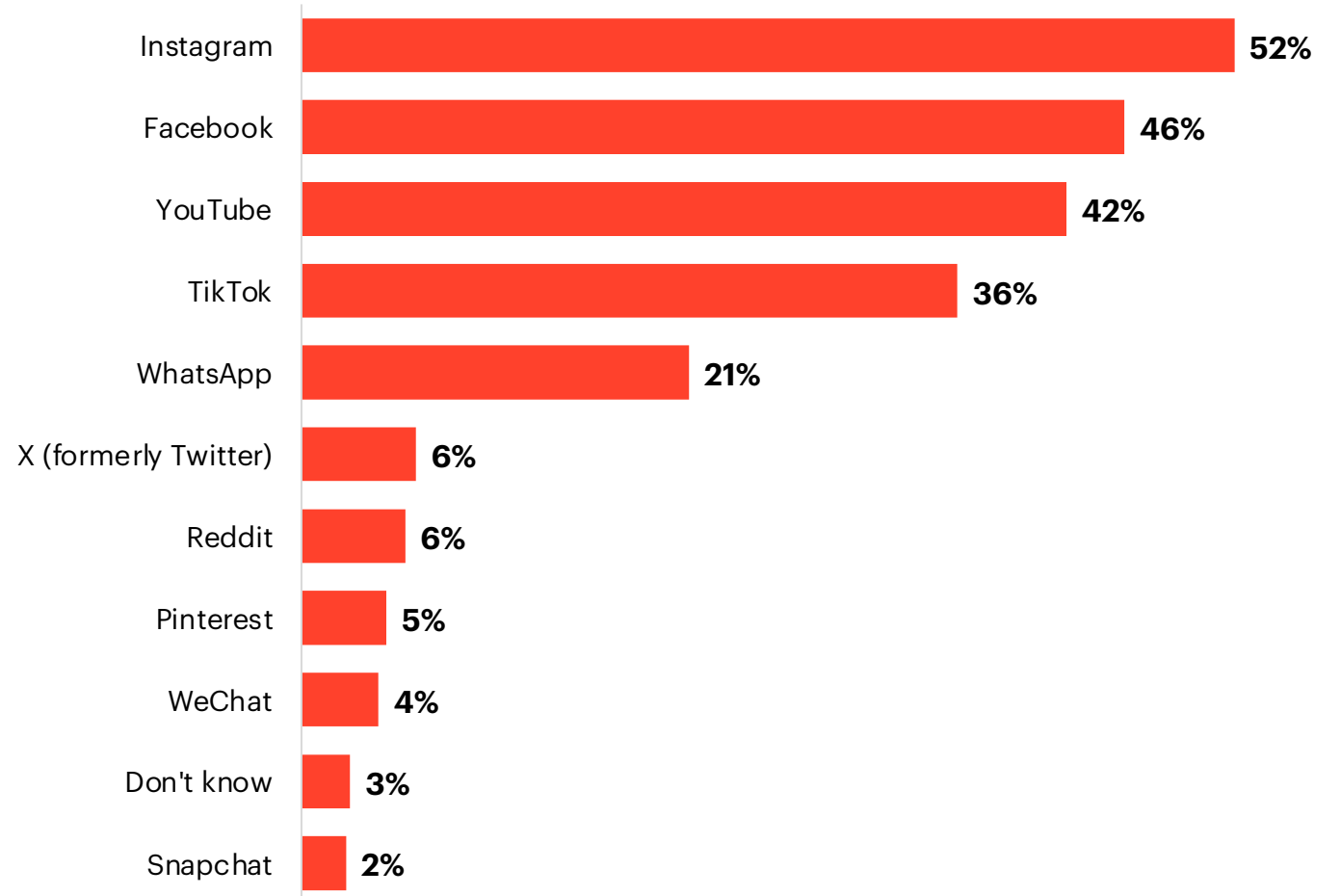
▲/▼: Indicates statistically significant differences among 18-29 and other age groups.

Instagram is the leading digital platform for discovering new skincare products

52% of Singaporean skincare consumers usually discover new skincare products on Instagram, followed by Facebook (46%) and YouTube (42%).

Get in touch

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



YouGov Surveys: September 13 - October 1, 2024, SG. Singaporeans who purchase skincare products (n>600)

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

Instagram and TikTok lead the way with skincare consumers aged 18-29

71% of skincare consumers aged 18-29 said they discover new skincare products on Instagram, compared to 51% of all age groups.

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

18-29

	Top 5 Platforms	% of respondents
1	Instagram ▲	71%
2	TikTok ▲	58%
3	YouTube	42%
4	Facebook ▼	20%
5	WhatsApp	17%

Age: 30-44

	Top 5 Platforms	% of respondents
1	Instagram ▼	59%
2	Facebook ▲	46%
3	YouTube	40%
4	TikTok ▼	32%
5	WhatsApp	21%

Age: 45+

	Top 5 Platforms	% of respondents
1	Facebook ▲	58%
2	YouTube	44%
3	Instagram ▼	37%
4	TikTok ▼	28%
5	WhatsApp	24%

YouGov Surveys: September 13 - October 1, 2024, SG. Singaporeans who purchase skincare products (n>150). ▲/▼: Indicates statistically significant differences among 18-29 and other age groups.
*Excludes respondents who selected N/A - I do not discover new skincare products on any of these digital platforms. Don't know option not shown.

Robust research, for every budget and timeline

Elevate decision-making with our suite of reality-powered research solutions. From quick surveys to in-depth research, we help you uncover consumer behavior, trends, and sentiment. Make data-driven decisions and stay ahead in today's market.

[Explore research solutions](#)



Methodology

The insights in this report have been sourced via YouGov Surveys: Serviced

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 1,004 respondents in Singapore.

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?", excluding those who selected "N/A - I do not purchase skincare products".



Thank you

/Research Reality

YouGov, 2025, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is propriety and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.