



# Face value: Unmasking US skincare shoppers in 2025

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





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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 look at how trends shift among the younger demographic – with a profile deep-dive on skincare enthusiasts aged 18-29."

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Account Director, YouGov America

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# Report takeaways



**Future-facing trends:** 33% of American skincare consumers would consider trying out Vitamin C infused products in the next 12 months, followed by clean beauty (32%), and hyaluronic acid infused products (29%).



**Tuning into discovery channels:** Facebook is the leading digital platform for discovering new skincare products for all skincare consumers (36%), followed by Instagram (33%) and YouTube (31%).



**Retail sway:** “Good deals and discounts” is the top factor for consumers deciding which retailer to shop with. More than half of consumers select this as an important factor in their decision making.



**Vanity metrics:** Looking and feeling good are major drivers for skincare enthusiasts aged 18-29. 61% agree: “I won’t leave the house without looking my best.”



**The price of beauty:** On average, skincare enthusiasts spent \$84 on health and beauty in the last 3 months.



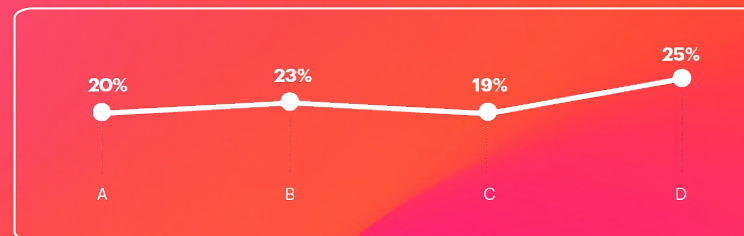


# Real insights into what the world thinks

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## Data results



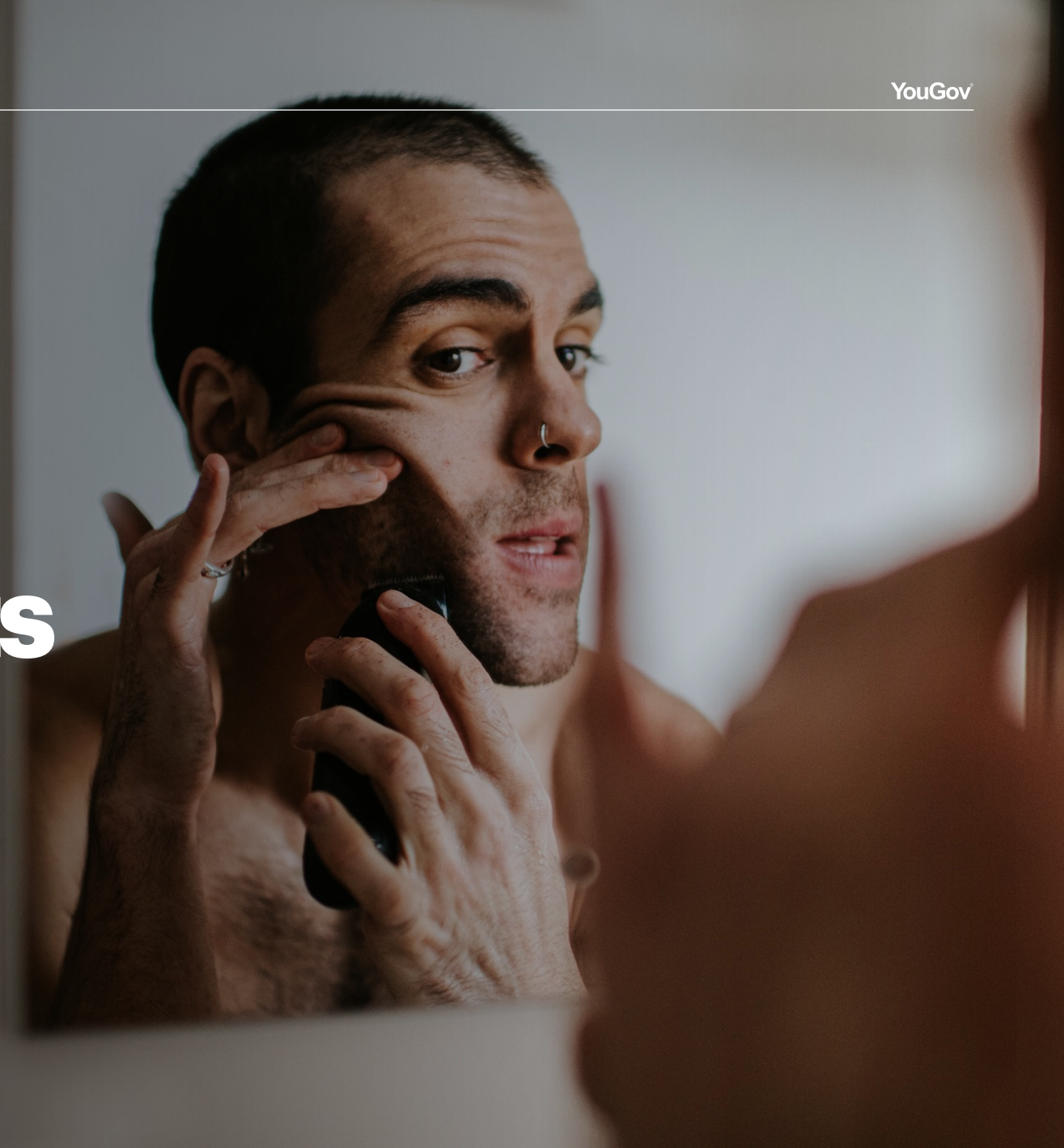
**37%**  
(vs. Nat Rep)





# The glow down: Consumer insights

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



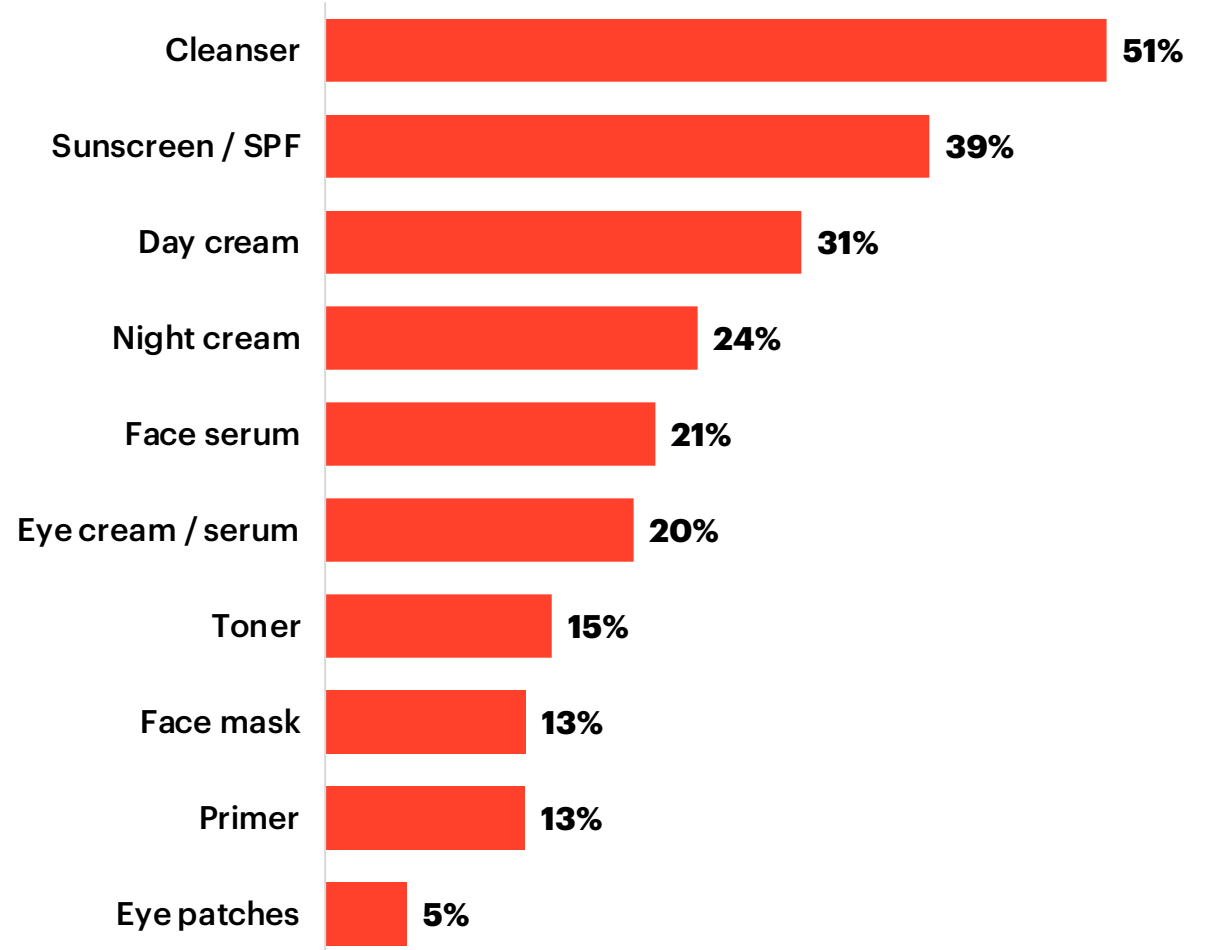


# 1 in 2 American skincare consumers used a cleanser in the last month

Cleansers were the most used skincare product in the last month (**51%**), followed by SPF (**39%**), day cream (**31%**), night cream (**24%**), and face serum (**21%**).

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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: September 13 - October 1, 2024, US. Americans who purchase skincare products (n> 1,000).

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



# Consumers aged 18-29 prioritize cleansers and SPF

Consumers aged 65+ are more likely to use day and night cream than younger consumers.

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

Age: 18-29

|   | Products used   | % of respondents |
|---|-----------------|------------------|
| 1 | Cleanser        | 56%              |
| 2 | Sunscreen / SPF | 43%              |
| 3 | Face serum      | 26%              |
| 4 | Toner           | 25%              |
| 5 | Face mask       | 24%              |

Age: 30-44

|   | Products used   | % of respondents |
|---|-----------------|------------------|
| 1 | Cleanser        | 54%              |
| 2 | Sunscreen / SPF | 47%              |
| 3 | Day cream       | 27%              |
| 4 | Face serum      | 22%              |
| 5 | Night cream     | 22%              |

Age: 45- 64

|   | Products used   | % of respondents |
|---|-----------------|------------------|
| 1 | Cleanser        | 48%              |
| 2 | Sunscreen / SPF | 35%              |
| 3 | Day cream       | 32%              |
| 4 | Night cream     | 27%              |
| 5 | Face serum      | 21%              |

Age: 65+

|   | Products used     | % of respondents |
|---|-------------------|------------------|
| 1 | Cleanser ▼        | 44%              |
| 2 | Day cream ▲       | 41%              |
| 3 | Sunscreen / SPF ▼ | 30%              |
| 4 | Night cream ▲     | 29%              |
| 5 | Eye cream / serum | 21%              |

YouGov Surveys: September 13 - October 1, 2024, US. Americans who purchase skincare products (n> 1,000). Don't know and None of these options not shown.  
▲/▼: Indicates statistically significant differences among 18-29 and other age groups. Age groups: 18-29 (born: 1995-2006). 30-44 (born: 1980-1994) 45-64 (born: 1960-1979) 65+ (born: 1934-1959).

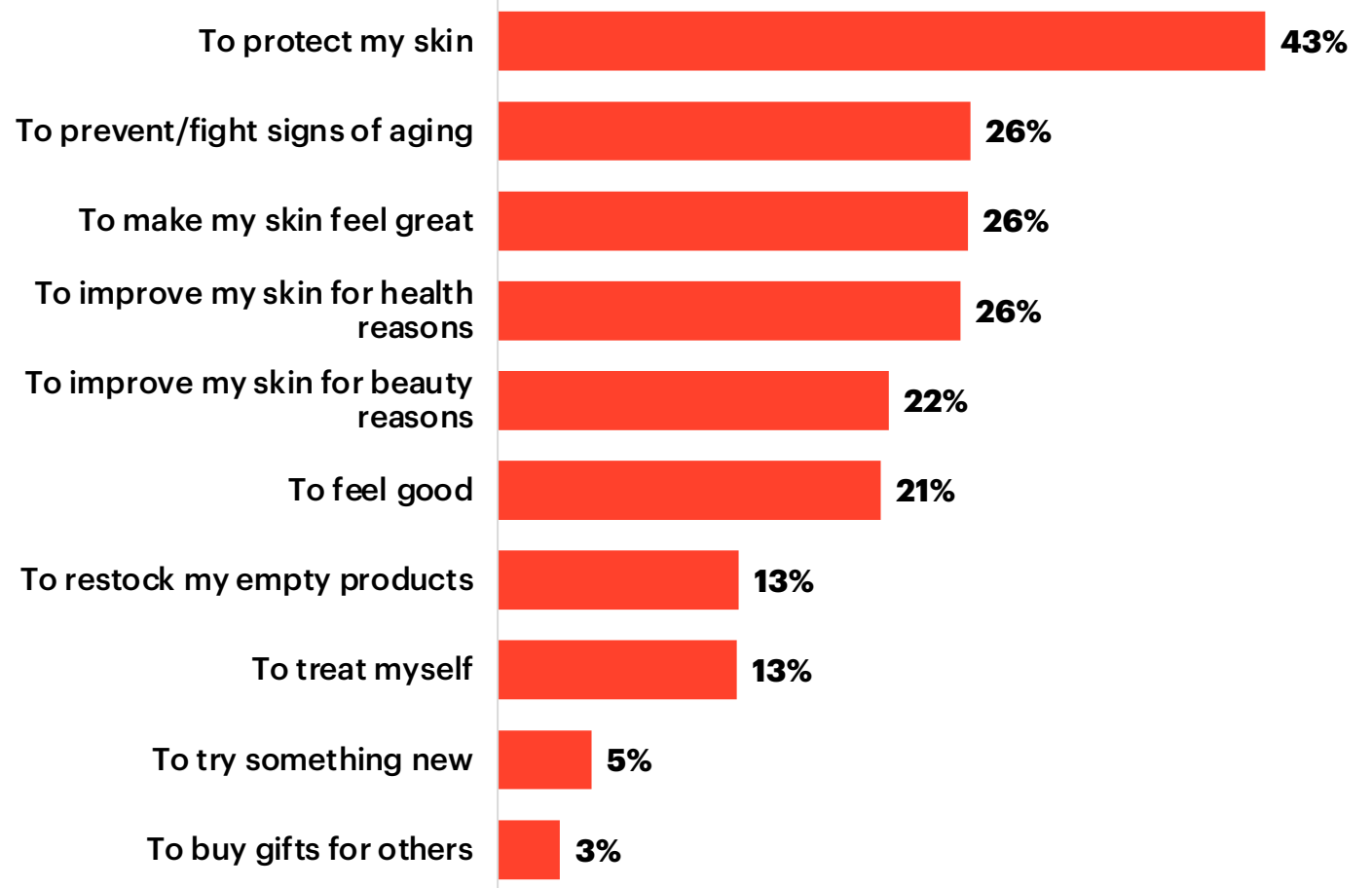
# What matters to Americans in 2025?

**43%** of Americans state protecting their skin is a main reason for purchasing skincare products, followed by preventing signs of aging (**26%**), making their skin feel great (**26%**), and improving their skin for health reasons (**26%**).

**29%** of Americans said they do not purchase skincare products.

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



YouGov Surveys: September 13 - October 1, 2024, US. (n> 1,500).



# Consumers aged 18-29 are more likely to purchase skincare products to feel good

Those aged 45+ are significantly more likely to buy skincare to fight signs of aging, and less likely to buy for beauty reasons.

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                    | 52%              |
| 2                   | To feel good ▲                        | 42%              |
| 3                   | To improve my skin for beauty reasons | 40%              |
| 4                   | To make my skin feel great            | 38%              |
| 5                   | To improve my skin for health reasons | 37%              |

Age: 30-44

| Reasons to purchase                     | % of respondents |
|-----------------------------------------|------------------|
| 1 To protect my skin ▲                  | 62%              |
| 2 To improve my skin for health reasons | 39%              |
| 3 To make my skin feel great            | 37%              |
| 4 To prevent/ fight signs of aging      | 35%              |
| 5 To improve my skin for beauty reasons | 31%              |

Age: 45- 64

| Reasons to purchase                       | % of respondents |
|-------------------------------------------|------------------|
| 1 To protect my skin                      | 59%              |
| 2 To prevent/ fight signs of aging ▲      | 40%              |
| 3 To make my skin feel great              | 38%              |
| 4 To improve my skin for health reasons   | 33%              |
| 5 To improve my skin for beauty reasons ▼ | 27%              |

Age: 65+

| Reasons to purchase                       | % of respondents |
|-------------------------------------------|------------------|
| 1 To protect my skin ▲                    | 65%              |
| 2 To prevent/ fight signs of aging ▲      | 45%              |
| 3 To improve my skin for health reasons   | 35%              |
| 4 To make my skin feel great              | 33%              |
| 5 To improve my skin for beauty reasons ▼ | 25%              |

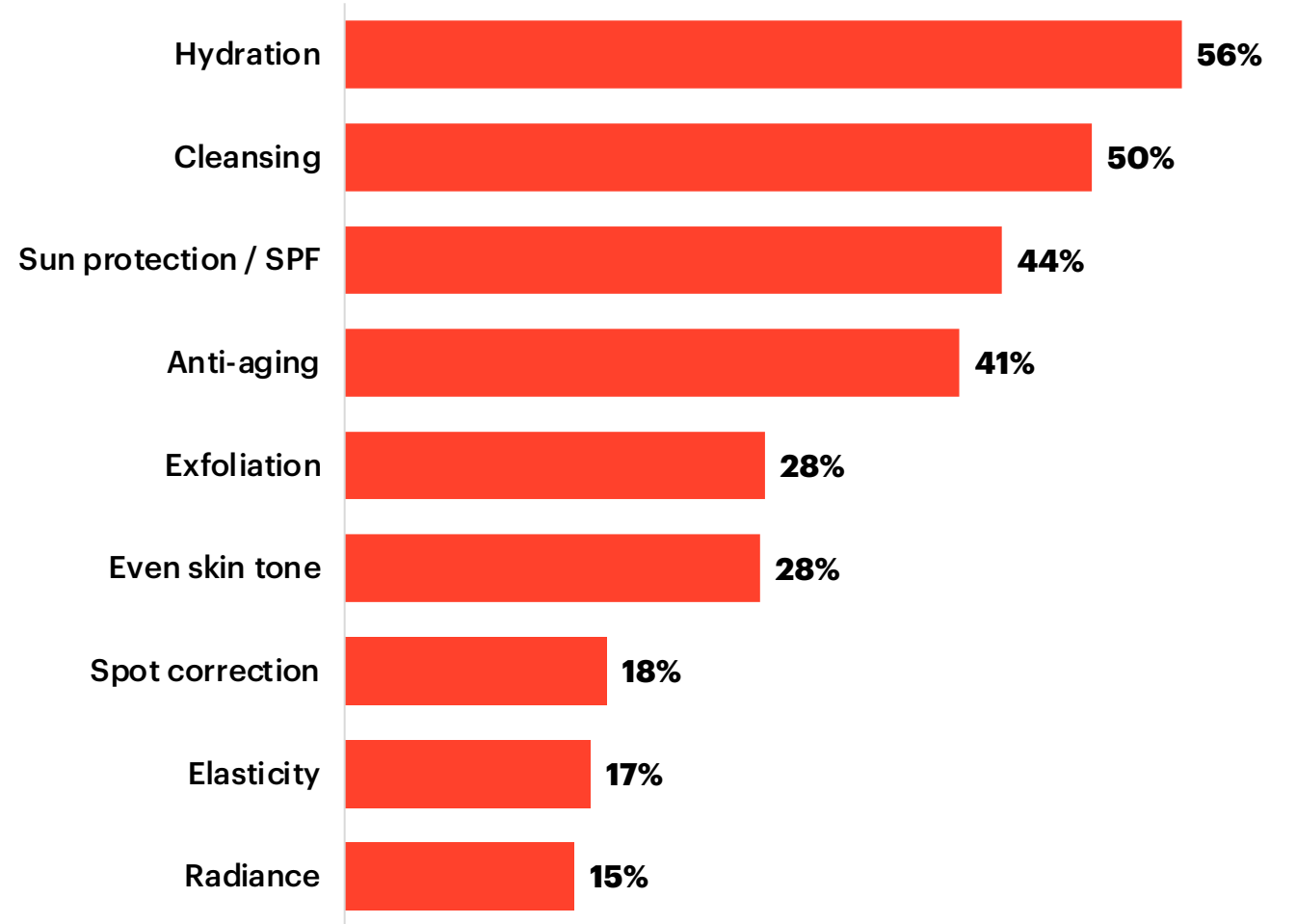
YouGov Surveys: September 13 - October 1, 2024, US. Americans who purchase skincare products (Each age group: n> 1,000). \*Don't know and None of these options not shown.  
Age groups: 18-29 (born: 1995-2006). 30-44 (born: 1980-1994) 45-64 (born: 1960-1979) 65+ (born: 1934-1959).

# Hydration is the main benefit that skincare consumers look for

Cleansing (50%), Sun protection/SPF (44%) complete the top 3.

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



YouGov Surveys: September 13 - October 1, 2024, US. Americans who purchase skincare products (n>1000). \*Other, Don't know, and Not applicable options not shown.



# Consumers aged 18-29 look for cleansing, hydration, and SPF benefits

Those aged 45+ are significantly less likely to seek cleansing benefits.

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

Age: 18-29

| Benefits |                      | % of respondents |
|----------|----------------------|------------------|
| 1        | Cleansing            | 59%              |
| 2        | Hydration            | 55%              |
| 3        | Sun protection / SPF | 43%              |
| 4        | Exfoliation          | 34%              |
| 5        | Even skin tone       | 29%              |

Age: 30-44

| Benefits               | % of respondents |
|------------------------|------------------|
| 1 Cleansing            | 55%              |
| 2 Hydration            | 52%              |
| 3 Sun protection / SPF | 51%              |
| 4 Anti-aging ▲         | 37%              |
| 5 Exfoliation          | 33%              |

Age: 45- 64

| Benefits               | % of respondents |
|------------------------|------------------|
| 1 Hydration            | 58%              |
| 2 Anti-aging ▲         | 47%              |
| 3 Cleansing ▼          | 46%              |
| 4 Sun protection / SPF | 40%              |
| 5 Even skin tone       | 30%              |

Age: 65+

| Benefits               | % of respondents |
|------------------------|------------------|
| 1 Hydration            | 62%              |
| 2 Anti-aging ▲         | 54%              |
| 3 Sun protection / SPF | 44%              |
| 4 Cleansing ▼          | 41%              |
| 5 Even skin tone       | 22%              |

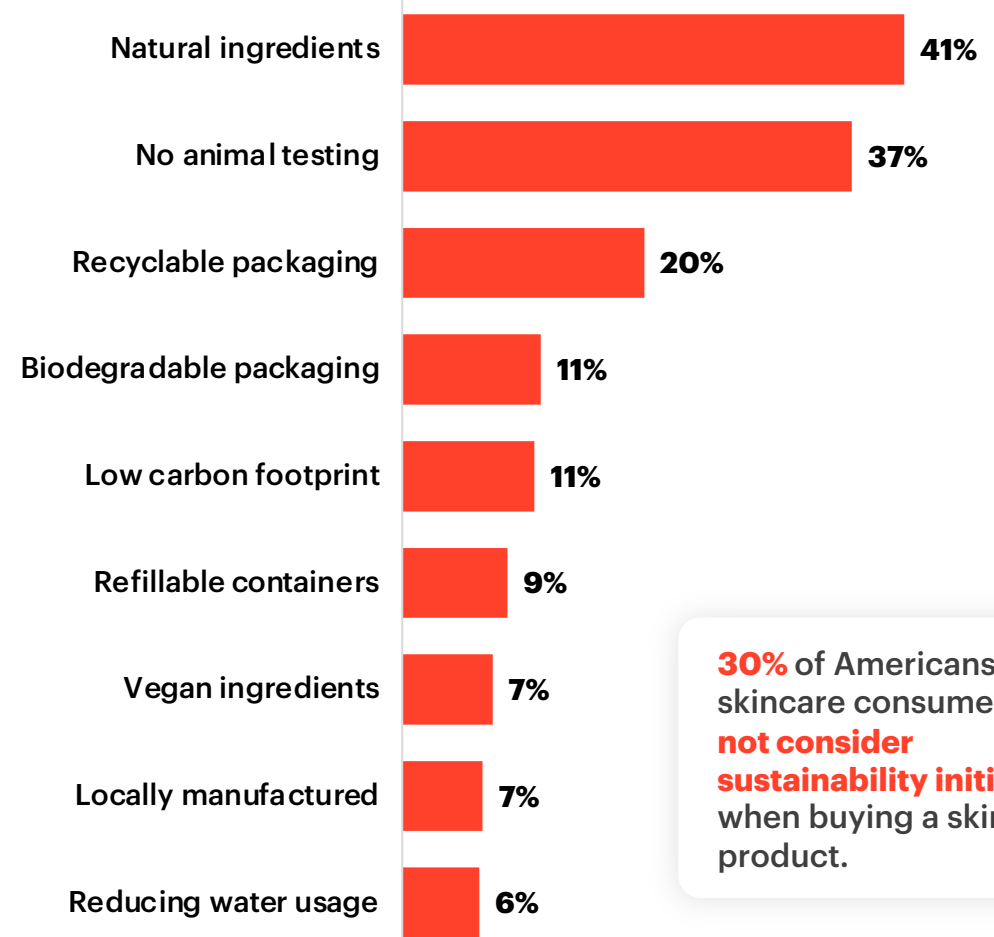
YouGov Surveys: September 13 - October 1, 2024, US. Americans who purchase skincare products (n>1,000). \*Don't know and None of these options not shown.  
▲/▼: Indicates statistically significant differences among 18-29 and other age groups. Age groups: 18-29 (born: 1995-2006). 30-44 (born: 1980-1994) 45-64 (born: 1960-1979) 65+ (born: 1934-1959).

# Natural ingredients and no animal testing are the top sustainability initiatives

Followed by recyclable packaging (20%), biodegradable packaging (11%), low carbon footprint (11%), and refillable containers (9%).

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



**30%** of Americans skincare consumers **do not consider sustainability initiatives** when buying a skincare product.



# Sustainability matters: What consumers aged 18-29 care about

Skincare consumers aged 18-29 are more likely to think biodegradable packaging (19%) and refillable containers (15%) are important for sustainability compared to other age groups.

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       | 36%              |
| 2                                                | No animal testing         | 35%              |
| 3                                                | Recyclable packaging      | 24%              |
| 4                                                | Biodegradable packaging ▲ | 19%              |
| 5                                                | Refillable containers ▲   | 15%              |
| I do not consider any sustainability initiatives |                           | 29%              |

Age: 30-44

| Sustainability Initiatives                       |                           | % of respondents |
|--------------------------------------------------|---------------------------|------------------|
| 1                                                | Natural ingredients       | 44%              |
| 2                                                | No animal testing         | 36%              |
| 3                                                | Recyclable packaging      | 17%              |
| 4                                                | Vegan ingredients ▲       | 12%              |
| 5                                                | Biodegradable packaging ▼ | 12%              |
| I do not consider any sustainability initiatives |                           | 27%              |

Age: 45- 64

| Sustainability Initiatives                       |                      | % of respondents |
|--------------------------------------------------|----------------------|------------------|
| 1                                                | Natural ingredients  | 42%              |
| 2                                                | No animal testing    | 40%              |
| 3                                                | Recyclable packaging | 21%              |
| 4                                                | Low carbon footprint | 11%              |
| 5                                                | Locally manufactured | 9%               |
| I do not consider any sustainability initiatives |                      | 31%              |

Age: 65+

| Sustainability Initiatives                       |                         | % of respondents |
|--------------------------------------------------|-------------------------|------------------|
| 1                                                | Natural ingredients     | 39%              |
| 2                                                | No animal testing       | 34%              |
| 3                                                | Recyclable packaging    | 17%              |
| 4                                                | Refillable containers ▼ | 7%               |
| 5                                                | Low carbon footprint ▼  | 6%               |
| I do not consider any sustainability initiatives |                         | 36%              |

# What drives consideration of retailers among American skincare consumers?

More than half (53%) consider good deals and discounts an important factor when deciding which skincare retailer to shop with.

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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, US. Americans who purchase skincare products (n>1,000). \*Don't know, Other, and Not applicable options not shown.

# Eyes on the price: Consumers aged 18-29 are motivated by cost savings

52% of skincare consumers aged 18-29 selected good deals and discounts as an important factor for deciding which retailer to shop with. 41% selected finding the cheapest price.

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               | 52%              |
| 2 | Finding the cheapest price             | 41%              |
| 3 | Shopping with a known or trusted brand | 37%              |
| 4 | Receiving free delivery                | 26%              |
| 5 | Having a store located conveniently    | 25%              |

Age: 30-44

|   | Retailer factors                       | % of respondents |
|---|----------------------------------------|------------------|
| 1 | Good deals and discounts               | 48%              |
| 2 | Finding the cheapest price             | 36%              |
| 3 | Shopping with a known or trusted brand | 35%              |
| 4 | Having a store located conveniently    | 28%              |
| 5 | Receiving free delivery                | 23%              |

Age: 45- 64

|   | Retailer factors                       | % of respondents |
|---|----------------------------------------|------------------|
| 1 | Good deals and discounts               | 59%              |
| 2 | Shopping with a known or trusted brand | 42%              |
| 3 | Finding the cheapest price             | 37%              |
| 4 | Having a store located conveniently    | 34%              |
| 5 | Receiving free delivery                | 26%              |

Age: 65+

|   | Retailer factors                            | % of respondents |
|---|---------------------------------------------|------------------|
| 1 | Shopping with a known or trusted brand<br>▲ | 47%              |
| 2 | Good deals and discounts                    | 47%              |
| 3 | Having a store located conveniently<br>▲    | 35%              |
| 4 | Finding the cheapest price<br>▼             | 28%              |
| 5 | Receiving free delivery                     | 27%              |

YouGov Surveys: September 13 - October 1, 2024, US. Americans who purchase skincare products (n>1,000). ▲/▼: Indicates statistically significant differences among 18-29 and other age groups. Age groups: 18-29 (born: 1995-2006). 30-44 (born: 1980-1994) 45-64 (born: 1960-1979) 65+ (born: 1934-1959).

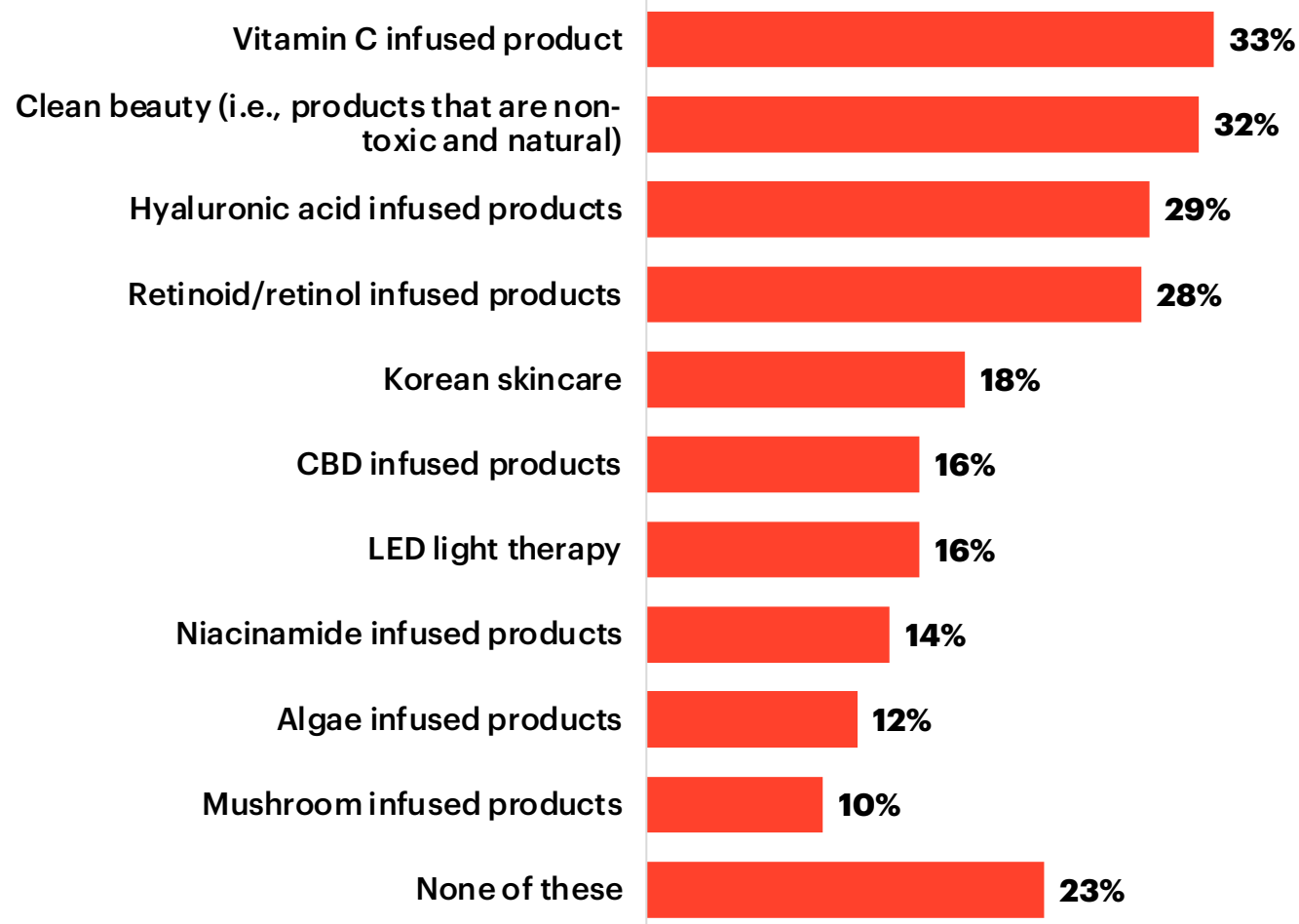


# Future-facing skincare trends

Vitamin C infused products (**33%**), clean beauty (**32%**), and hyaluronic acid infused products (**29%**) 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>1,000).

\*Don't know not shown.

# Consumers aged 18-29 are more likely to consider trying Korean skincare

34% of skincare consumers aged 18-29 stated that they would consider trying Korean skincare in the next 12 months, compared to 18% for all age groups.

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

Age: 18-29

| Skincare trends |                                   | % of respondents |
|-----------------|-----------------------------------|------------------|
| 1               | Vitamin C infused product         | 37%              |
| 2               | Korean skincare ▲                 | 34%              |
| 3               | Clean beauty                      | 30%              |
| 4               | Hyaluronic acid infused products  | 27%              |
| 5               | Retinoid/retinol infused products | 27%              |
| None of these ▲ |                                   | 17%              |

Age: 30-44

| Skincare trends                     | % of respondents |
|-------------------------------------|------------------|
| 1 Vitamin C infused product         | 34%              |
| 2 Clean beauty                      | 34%              |
| 3 Retinoid/retinol infused products | 31%              |
| 4 Hyaluronic acid infused products  | 28%              |
| 5 Korean skincare ▼                 | 24%              |
| None of these                       | 20%              |

Age: 45- 64

| Skincare trends                     | % of respondents |
|-------------------------------------|------------------|
| 1 Vitamin C infused product         | 34%              |
| 2 Clean beauty                      | 32%              |
| 3 Hyaluronic acid infused products  | 30%              |
| 4 Retinoid/retinol infused products | 27%              |
| 5 LED light therapy                 | 16%              |
| None of these ▲                     | 26%              |

Age: 65+

| Skincare trends                     | % of respondents |
|-------------------------------------|------------------|
| 1 Clean beauty                      | 31%              |
| 2 Hyaluronic acid infused products  | 30%              |
| 3 Retinoid/retinol infused products | 30%              |
| 4 Vitamin C infused product ▼       | 24%              |
| 5 CBD infused products ▼            | 9%               |
| None of these ▲                     | 28%              |

YouGov Surveys: September 13 - October 1, 2024, US. Americans who purchase skincare products (n>1,000). \*Other and Don't know options not shown. ▲/▼: Indicates statistically significant differences among 18-29 and other age groups. Age groups: 18-29 (born: 1995-2006). 30-44 (born: 1980-1994) 45-64 (born: 1960-1979) 65+ (born: 1934-1959).

# The glow down: Discovery drivers

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



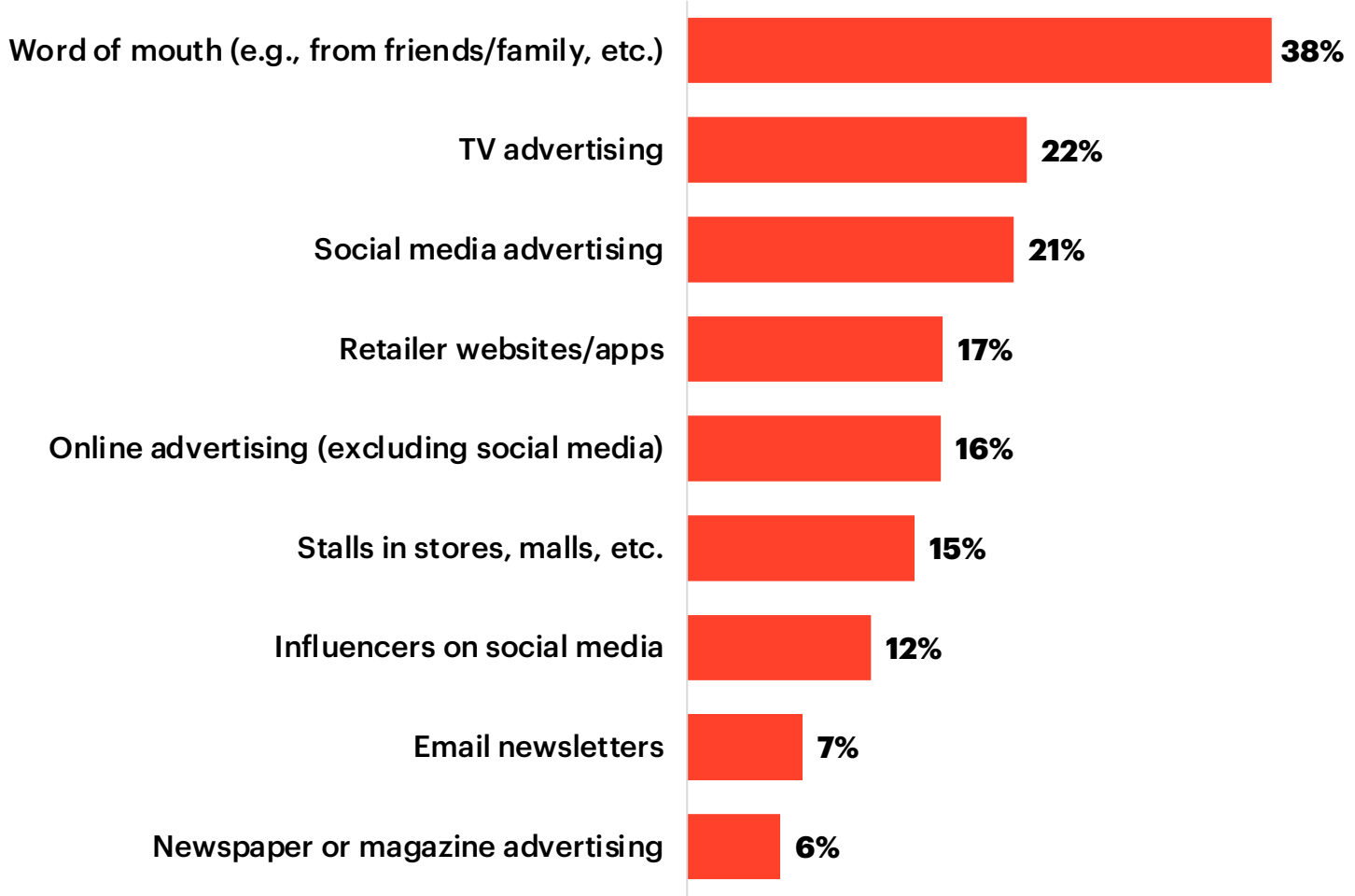


# How skincare consumers discover new products

Word of mouth (38%), TV advertising (22%), and Social advertising (21%) are the top 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, US. Americans who purchase skincare products (n>1,000). \*Don't know and None of these option not shown.

# Influencers carry significant sway with consumers aged 18-29

While word of mouth is the leading discovery method across all age groups, 31% of skincare consumers aged 18-29 discover new products via influencers on social media.

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                               | 40%              |
| 2                | Social media advertising                    | 31%              |
| 3                | Influencers on social media ▲               | 25%              |
| 4                | Online advertising (excluding social media) | 20%              |
| 5                | Retailer websites/apps                      | 19%              |

Age: 30-44

| Discovery method |                                             | % of respondents |
|------------------|---------------------------------------------|------------------|
| 1                | Word of mouth                               | 37%              |
| 2                | Social media advertising                    | 25%              |
| 3                | TV advertising ▲                            | 22%              |
| 4                | Retailer websites/apps                      | 19%              |
| 5                | Online advertising (excluding social media) | 16%              |

Age: 45- 64

| Discovery method |                               | % of respondents |
|------------------|-------------------------------|------------------|
| 1                | Word of mouth                 | 38%              |
| 2                | TV advertising ▲              | 27%              |
| 3                | Social media advertising ▼    | 16%              |
| 4                | Retailer websites/apps        | 15%              |
| 5                | Stalls in stores, malls, etc. | 15%              |

Age: 65+

| Discovery method |                                             | % of respondents |
|------------------|---------------------------------------------|------------------|
| 1                | Word of mouth                               | 36%              |
| 2                | TV advertising ▲                            | 29%              |
| 3                | Online advertising (excluding social media) | 17%              |
| 4                | Social media advertising ▼                  | 14%              |
| 5                | Retailer websites/apps                      | 13%              |

YouGov Surveys: September 13 - October 1, 2024, US. Americans who purchase skincare products (n>1,000). \*Don't know and None of these option not shown.  
▲/▼: Indicates statistically significant differences among 18-29 and other age groups.  
Age groups: 18-29 (born: 1995-2006). 30-44 (born: 1980-1994) 45-64 (born: 1960-1979) 65+ (born: 1934-1959).

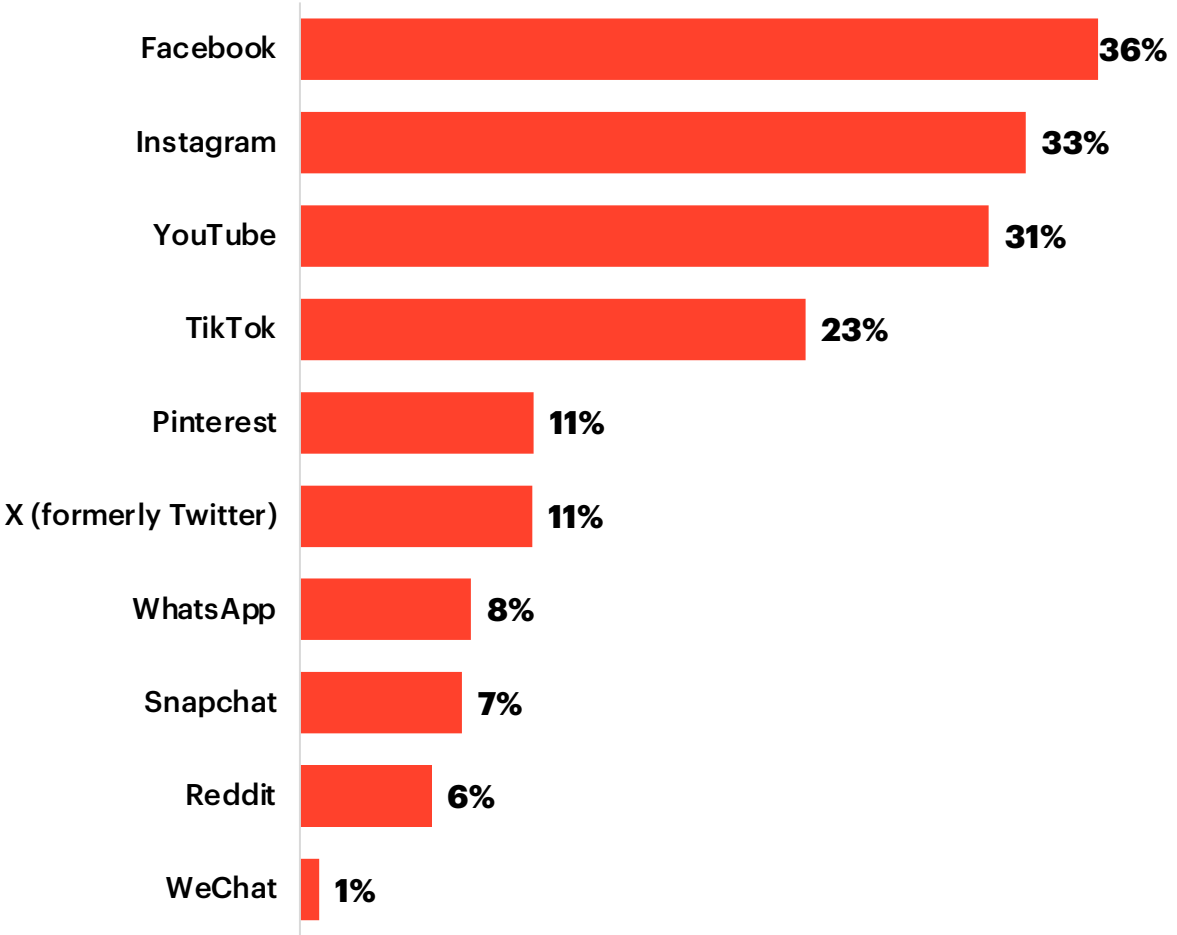
# Facebook is the leading digital platform for discovering new skincare products

36% of American skincare consumers usually discover new skincare products on Facebook, followed by Instagram (33%) and YouTube (31%).

Among those aged 18-29, TikTok (39%) and Instagram (36%) lead discovery.

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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, US. Americans who purchase skincare products (n>550).  
\*Don't know and N/A not shown.



# Profiling skincare enthusiasts aged 18-29

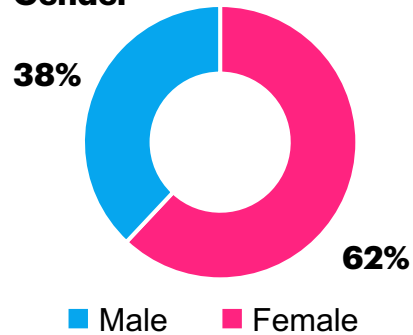
Profiling consumers aged 18-29 with a skincare routine.



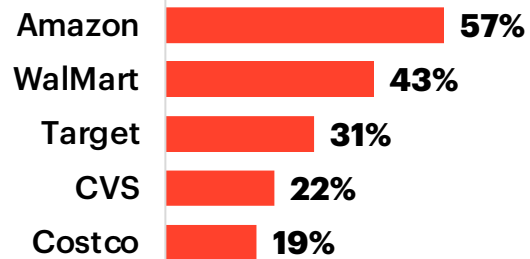
# Getting to know skincare enthusiasts aged 18-29

Skincare enthusiasts are likely to be female (62%), shop at Amazon (57%), and care about skincare personalization (31%).

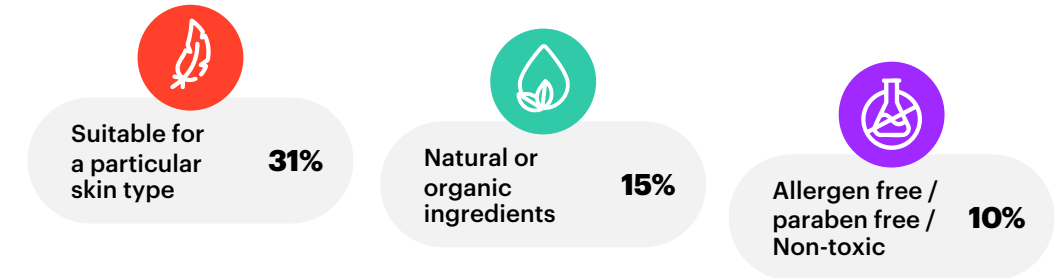
## Gender



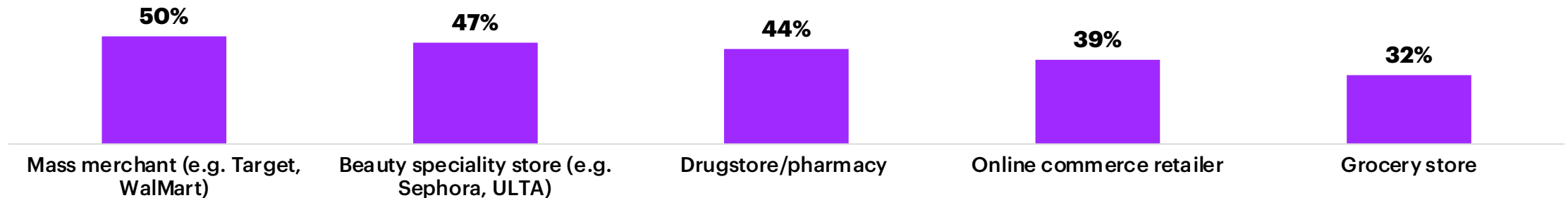
## Top 5 health and beauty retailers (last 3 months)



## Top 3 primary motivations for choosing a make-up or personal care brand



## Top 5 retailers for purchasing health or beauty goods (last 3 months)



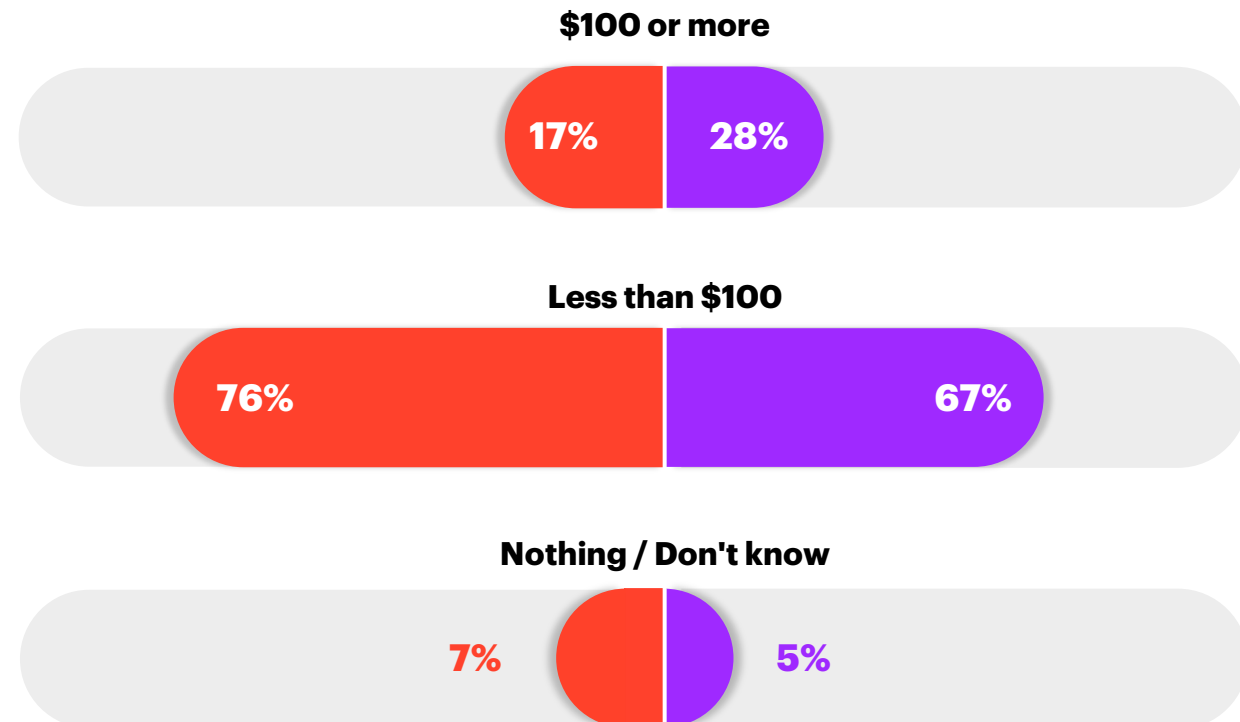
# Hey big spenders! What skincare enthusiasts aged 18-29 spend on skincare

On average, skincare enthusiasts aged 18-29 spent \$84 on health and beauty in the last 3 months, \$26 more than the national average.

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## Health and beauty spend (last 3 months)

Gen pop ■ Skincare enthusiast aged 18-29





**2 in 3 skincare enthusiasts aged 18-29 are more likely to engage with advertisements on social media than regular websites**

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**68%**

of skincare enthusiasts aged 18-29 agree: **"I'm more likely to engage with advertisements on social media than on regular websites."** compared to **38%** of gen pop.

**59%**

of skincare enthusiasts aged 18-29 agree: **"I enjoy watching ads with my favorite celebrities."** compared to **33%** of gen pop.

YouGov Profiles: November 2024, US. Americans aged 18-29 who agree or strongly agree to "I have a skincare regiment." (n>1,200).

# Vanity metrics: Looking and feeling good are major drivers for skincare enthusiasts aged 18-29

Start your audience analysis

## 84%

of skincare enthusiasts aged 18-29 agree: "I like to make an effort with my appearance." compared to 67% of gen pop.

## 61%

of skincare enthusiasts aged 18-29 agree: "I won't leave the house without looking my best." compared to 39% of gen pop.

## 40%

of female skincare enthusiasts aged 18-29 agree: "I tend to wear make-up every day or most days." compared to 22% of gen pop.

YouGov Profiles: November 2024, US.

Americans aged 18-29 who agree or strongly agree to "I have a skincare regiment." (n>1,200). American women aged 18-29 who agree or strongly agree to "I have a skincare regiment."





# 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             | % considering |
|------|-------------------|---------------|
| 1    | Dove              | 53.1%         |
| 2    | Vaseline          | 38.5%         |
| 3    | Olay              | 34.9%         |
| 4    | Neutrogena        | 34.6%         |
| 5    | CeraVe            | 30.8%         |
| 6    | Nivea             | 30.4%         |
| 7    | Bath & Body Works | 30.2%         |
| 8    | Maybelline        | 29.1%         |
| 9    | L'Oréal Paris     | 27.3%         |
| 10   | Aveeno            | 27.2%         |

YouGov BrandIndex: December 1, 2023 – November 30, 2024, US. American beauty consumers (n>17,700).  
Question: When you are in the market next to purchase beauty care products, from which of the following would you consider buying?

# Increasingly considered skincare and cosmetics brands

Explore more data



| Rank | Brand         | % considering 2024 | % considering 2023 | Change in consideration |
|------|---------------|--------------------|--------------------|-------------------------|
| 1    | Nivea         | 30.4%              | 24.8%              | +5.6                    |
| 2    | Dove Baby     | 10.4%              | 7.6%               | +2.8                    |
| 3    | Fresh         | 5.7%               | 3.1%               | +2.6                    |
| 4    | CeraVe        | 30.8%              | 28.3%              | +2.5                    |
| 5    | Bio-Oil       | 8.0%               | 5.5%               | +2.5                    |
| 6    | L'Oréal Paris | 27.3%              | 25.4%              | +1.9                    |
| 7    | Lush          | 8.7%               | 6.8%               | +1.9                    |
| 8    | Vaseline      | 38.5%              | 36.7%              | +1.8                    |
| 9    | Oxy           | 7.1%               | 5.5%               | +1.6                    |
| 10   | Clarins       | 5.4%               | 4.0%               | +1.4                    |

YouGov BrandIndex: December 1, 2023 – November 30, 2024, US. American beauty consumers (n>14,700). Question: When you are in the market next to purchase beauty care products, from which of the following would you consider buying? **Green font** indicates statistically significant increase this year compared to previous year.

# Top skincare and cosmetic brands by gender

Explore more data



| Men  |            |               | Women |                   |               |
|------|------------|---------------|-------|-------------------|---------------|
| Rank | Brand      | % considering | Rank  | Brand             | % considering |
| 1    | Dove       | 56.7%         | 1     | Dove              | 51.0%         |
| 2    | Vaseline   | 45.8%         | 2     | Olay              | 41.1%         |
| 3    | Nivea      | 41.7%         | 3     | Maybelline        | 39.1%         |
| 4    | Neutrogena | 29.0%         | 4     | Neutrogena        | 37.6%         |
| 5    | Gold Bond  | 25.9%         | 5     | Bath & Body Works | 35.2%         |
| 6    | CeraVe     | 25.4%         | 6     | Vaseline          | 34.4%         |
| 7    | Aveeno     | 24.6%         | 7     | CeraVe            | 33.8%         |
| 8    | Olay       | 23.4%         | 8     | CoverGirl         | 33.6%         |
| 9    | SoftSoap   | 22.8%         | 9     | L'Oréal Paris     | 31.8%         |
| 10   | Jergens    | 21.2%         | 10    | Revlon            | 28.8%         |

YouGov BrandIndex: December 1, 2023 – November 30, 2024, US. American beauty consumers (Men: n>6,200; Women: n>11,500).  
Question: When you are in the market next to purchase beauty care products, from which of the following would you consider buying?



# Top skincare and cosmetic brands by age group

| Age: 18-29 |                     |               | Age: 30-44 |                   |               | Age: 45- 64 |                     |               | Age: 65+ |                   |               |
|------------|---------------------|---------------|------------|-------------------|---------------|-------------|---------------------|---------------|----------|-------------------|---------------|
| Rank       | Brand               | % considering | Rank       | Brand             | % considering | Rank        | Brand               | % considering | Rank     | Brand             | % considering |
| 1          | Dove                | 52.4%         | 1          | Dove              | 53.9%         | 1           | Dove                | 54.6%         | 1        | Dove              | 51.3%         |
| 2          | Vaseline ▲          | 46.4%         | 2          | Vaseline          | 37.7%         | 2           | Neutrogena ▲        | 41.7%         | 2        | Olay ▲            | 43.2%         |
| 3          | Nivea ▲             | 42.9%         | 3          | Nivea ▲           | 36.9%         | 3           | Olay ▲              | 41.0%         | 3        | Neutrogena ▲      | 39.2%         |
| 4          | CeraVe              | 33.8%         | 4          | Neutrogena        | 32.2%         | 4           | Vaseline            | 37.0%         | 4        | Maybelline ▲      | 35.8%         |
| 5          | Sephora ▲           | 25.5%         | 5          | Bath & Body Works | 30.3%         | 5           | Bath & Body Works ▲ | 36.8%         | 5        | Vaseline          | 35.4%         |
| 6          | L'Oréal Paris ▼     | 24.4%         | 6          | CeraVe            | 30.3%         | 6           | Maybelline ▲        | 33.3%         | 6        | Gold Bond ▲       | 31.5%         |
| 7          | Bath & Body Works ▼ | 24.1%         | 7          | Olay ▼            | 30.2%         | 7           | Aveeno ▲            | 31.7%         | 7        | Cover Girl ▲      | 29.5%         |
| 8          | Ulta Beauty         | 21.4%         | 8          | Aveeno            | 29.2%         | 8           | CoverGirl ▲         | 31.4%         | 8        | CeraVe            | 29.2%         |
| 9          | Neutrogena ▼        | 20.7%         | 9          | L'Oréal Paris     | 28.5%         | 9           | CeraVe              | 30.8%         | 9        | SoftSoap ▲        | 29.2%         |
| 10         | e.l.f. Cosmetics    | 20.7%         | 10         | Sephora ▲         | 27.8%         | 10          | SoftSoap ▲          | 29.1%         | 10       | Bath & Body Works | 28.2%         |

YouGov BrandIndex: December 1, 2023 – November 30, 2024, US. American beauty consumers (n>3,300).  
Question: When you are in the market next to purchase beauty care products, from which of the following would you consider buying?  
Age groups: 18-29 (born: 1995-2006). 30-44 (born: 1980-1994) 45-64 (born: 1960-1979) 65+ (born: 1934-1959). ▲ ▼ = +10% relative difference from gen pop.

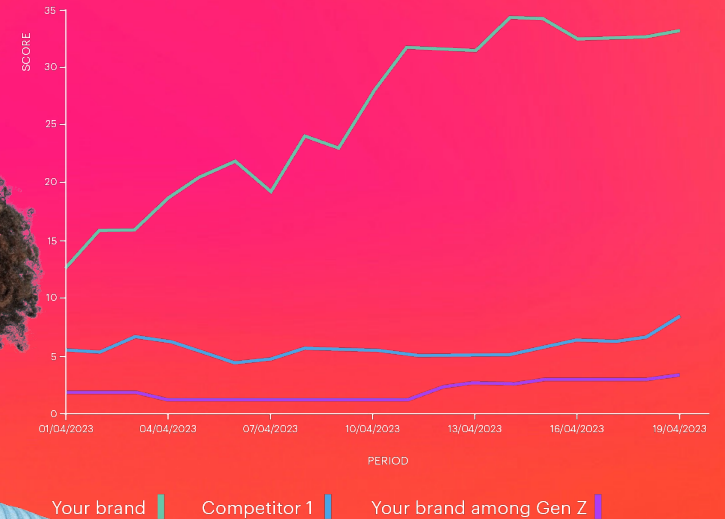
# Build a real-world picture of your brand

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## 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 13<sup>th</sup> September to 1st October 2024, with 1,501 US 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+ US on 2024-11-17.

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

The target group of "Beauty consumers" is determined by those who answered very likely or likely to "How likely are you to use beauty products in the next 30 days?" Consideration scores are based on respondents' answers to the following question: "When you are in the market next to purchase beauty care products, from which of the following would you consider buying?"

Consideration scores have been rounded to a single decimal place. For improvers, brands are ranked based on their change in scores. In cases where the change in scores is the same, the current scores are used as a secondary metric to determine their ranking. A minimum base size of 300 (n) is required.





# Thank you

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