YouGov

INDONESIA

Forever young?

Anti-aging report 2026

/Research Reality



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Foreword



In Indonesia, the anti-aging category is less about chasing the most extreme interventions and more about how consumers define the role of prevention in everyday life. YouGov data shows a clear split between those who see preventing signs of aging as important, those who take a more neutral, maintenance-oriented view, and those who simply don't prioritize it.

That distinction matters for brands. It shapes not only what consumers say they want to try next but also what they're willing to pay today and where they go to learn about new solutions. Across the treatments landscape, awareness is broad, yet usage remains limited, pointing to a market where trust, relevance, and low-friction entry points are critical to growth.

- This report examines the Indonesia anti-aging opportunity through a practical lens: who is most engaged, where intent is concentrated, what motivates each segment, and how brands can build trust and relevance to convert awareness into trial.

Edward Hutasoit, General Manager - Indonesia & India

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Explore our solutions

Key takeaways



Prevention mindset defines the market

The audience splits **aging preventers** (77%), **aging maintainers** (8%), and **aging indifferents** (12%).



Routine skincare is the gateway treatment

Future intent is highest for routine anti-aging skincare. Moderate intent is spread across other treatments.

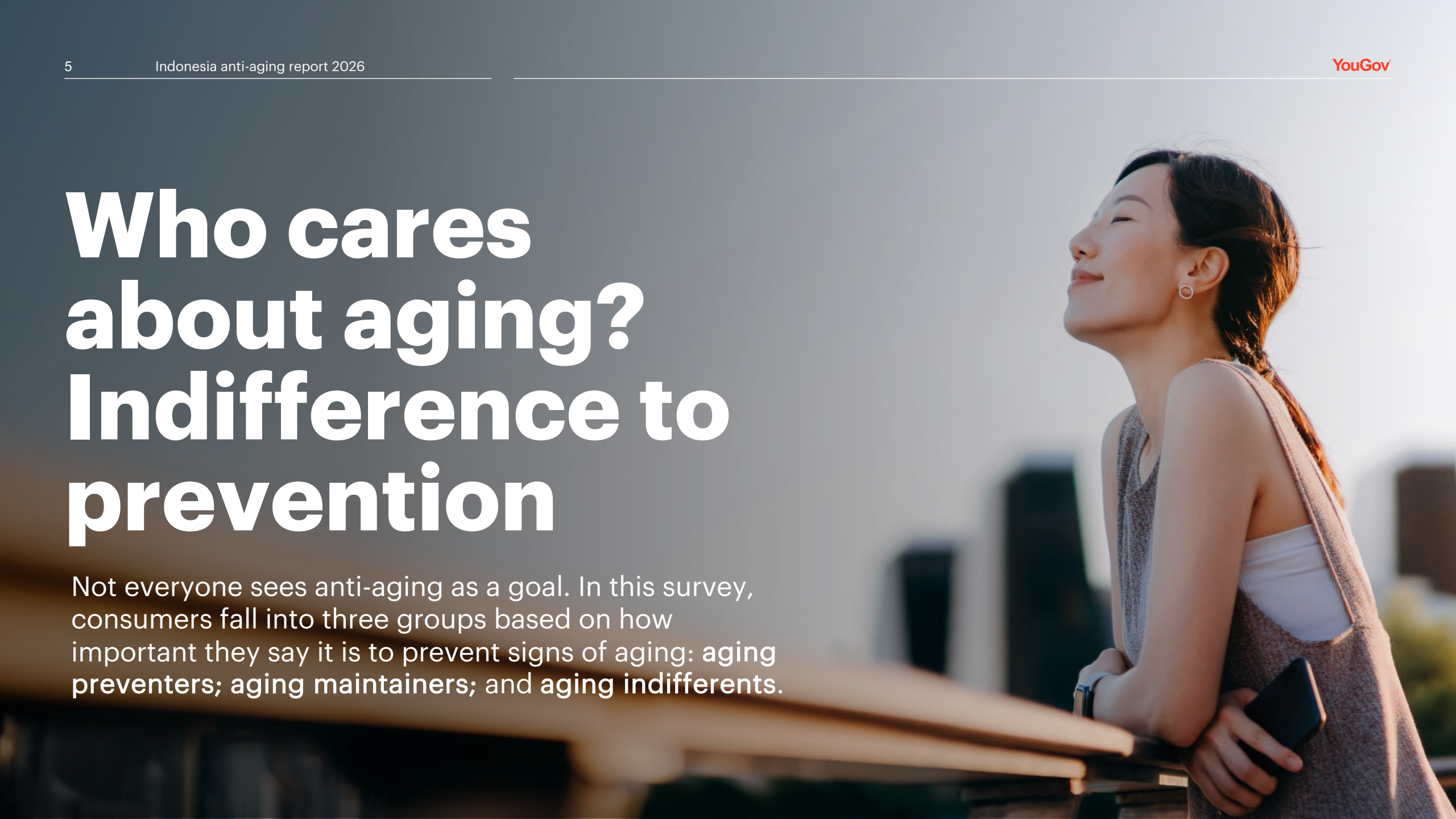


Spend concentrates among preventers

Those indifferent to prevention are more likely to spend nothing than preventers.

Who cares about aging? Indifference to prevention

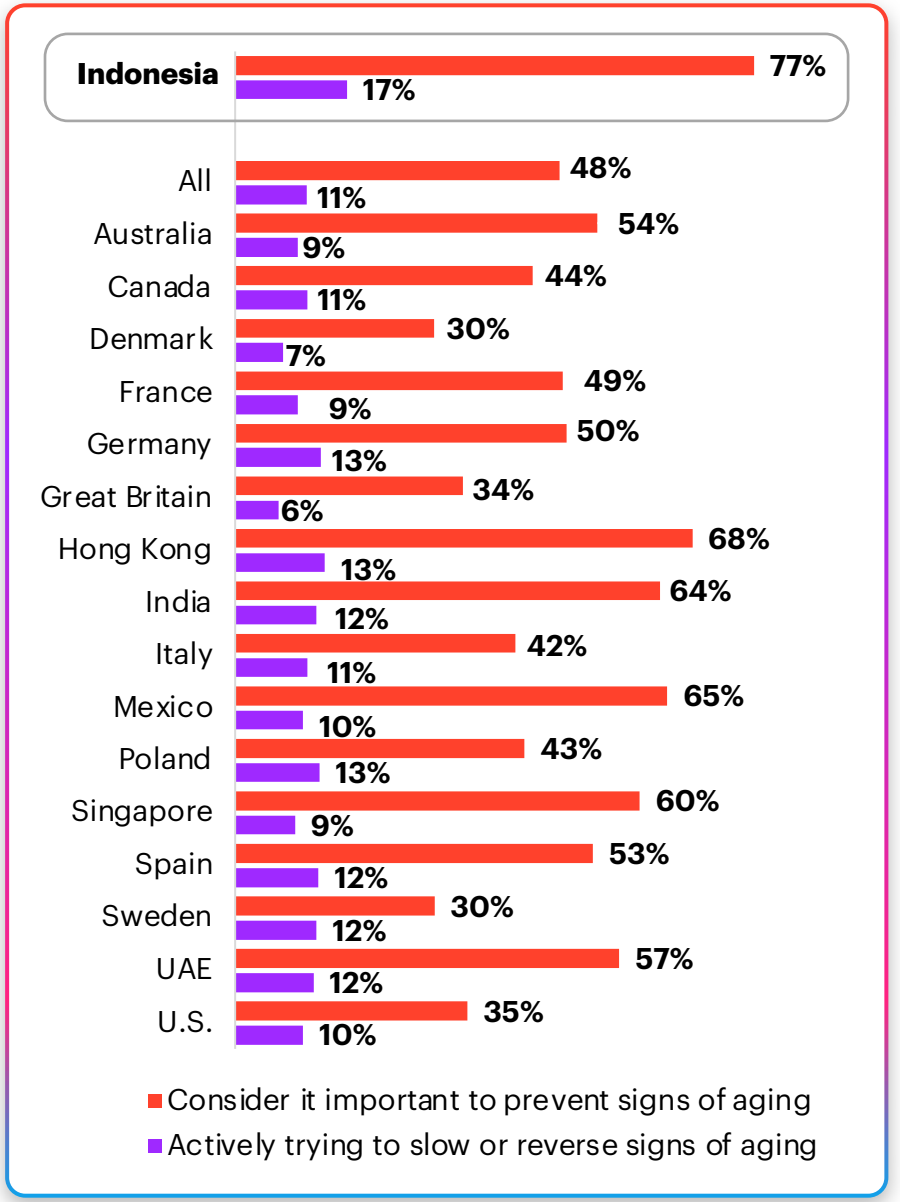
Not everyone sees anti-aging as a goal. In this survey, consumers fall into three groups based on how important they say it is to prevent signs of aging: **aging preventers; aging maintainers;** and **aging indifferents**.



More than three quarters of Indonesians believe preventing the signs of aging is important

But only 17% are actively taking measures to do so.





YouGov Surveys, December 16, 2025 – January 12, 2026. Indonesia n> 1000; Australia n= 1000; Canada n> 1000; Denmark n> 1000; France n> 1000; Germany n> 1000; Great Britain n> 2000; Hong Kong n= 500; India n= 1000; Italy n> 1000; Mexico n> 1000; Poland n> 1000; Singapore n= 1000; Spain n= 1000; Sweden n= 1000; U.S. n> 1500; UAE n> 1000. Audiences are nationally representative in Australia, Canada, Denmark, France, Germany, Great Britain, Italy, Poland, Singapore, Spain, Sweden, UAE, and U.S.. Audiences in India & Mexico are representative of the urban population. Hong Kong & Indonesia are representative of the online population.

Attitudes to aging: from don’t care to forever young

30%

”I want to age naturally”

37% for Men

38%

”I would like to age gracefully but maintain my appearance”

49% for women

17%

“I actively try to slow or reverse signs of aging”

Generations and gender show no significant differences.

13%

“I don't really think about aging”

20% for Gen X & Baby Boomers+

YouGov Surveys, December 16, 2025 – January 12, 2026. “Don’t know” responses not shown.
Indonesia online rep n> 1,000; men n> 500; women n> 450; Gen Z & Millennials n> 850; Gen X & Baby Boomers+ n> 100.
Question: “Which of the following best describes how you feel about the idea of aging?”

Run a survey

Three market segments based on the importance of preventing the signs of aging

77%

aging preventers

- Avoiding the signs of aging matters to this group.
- Preventers have the highest spend and are most open to new formats and therapies.

8%

aging maintainers

- Maintainers believe that preventing the signs of aging is neither important nor unimportant. Because they're so few, this report will focus on other segments.

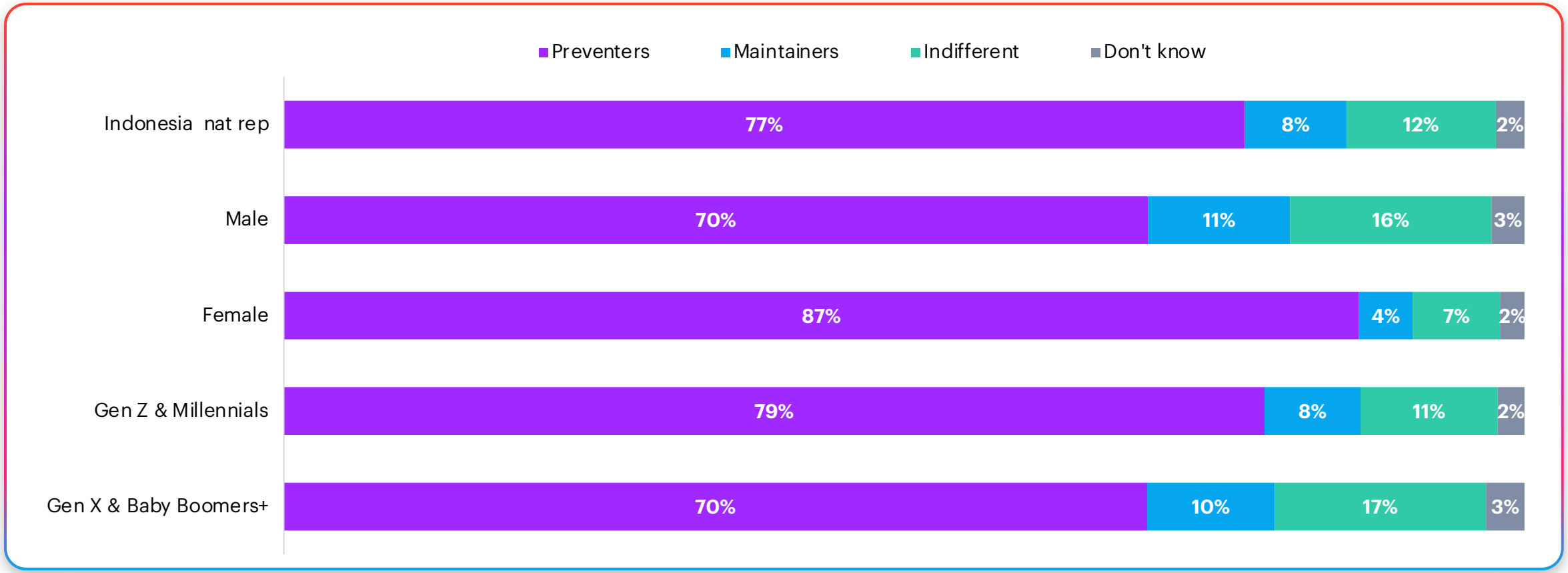
12%

aging-indifferent consumers

- Preventing visible aging is a low priority for this group. They have the lowest spend are least open to treatments in the future.

YouGov Surveys, December 16, 2025 – January 12, 2026. "Don't know" responses not shown.
Indonesia online rep n> 1,000. Segments are based on the question, "How importance is it to you to prevent the signs of aging?"
Aging preventers are defined as Indonesians who say it is extremely or somewhat important to prevent signs of aging.
Aging maintainers are defined as Indonesians who say it is neither important nor unimportant to prevent the signs of aging.
Indifferent agers are defined as Indonesians who believe that preventing the signs of aging is not very or not at all important.

Who are aging preventers, maintainers and indifferents?



YouGov Surveys, December 16, 2025 – January 12, 2026. "Don't know" responses not shown.
Indonesia n>1,00; men n> 550; women n> 450; Gen Z & Millennials n> 800; Gen X & Baby Boomers+ n> 100.

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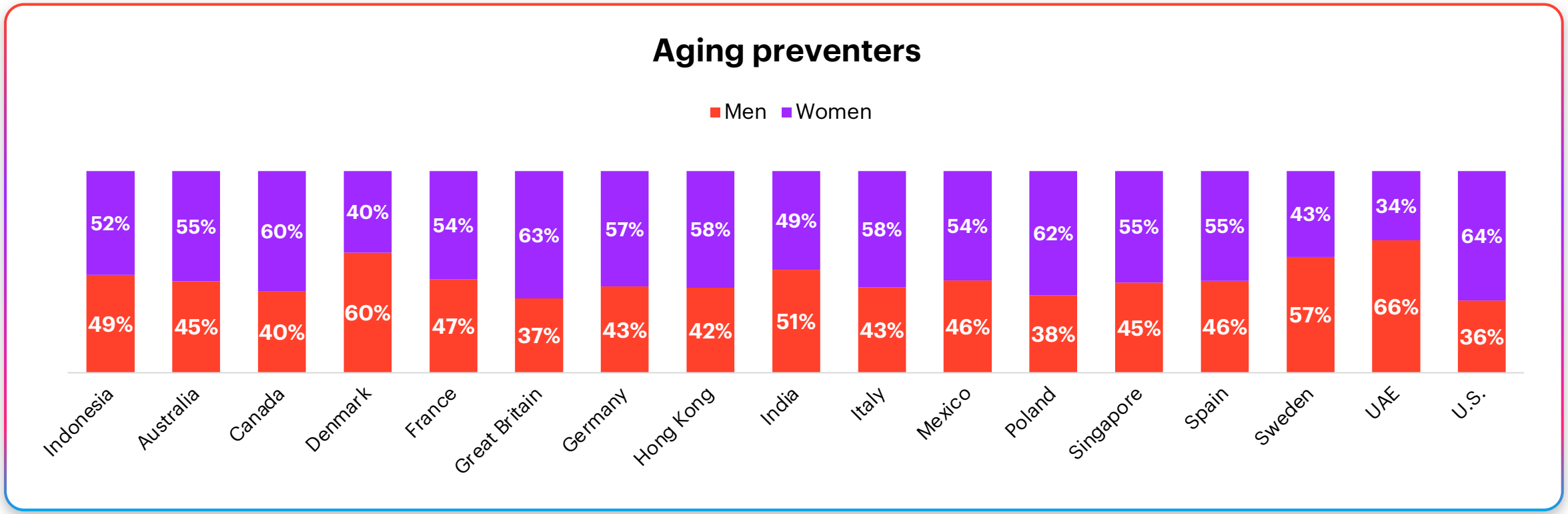
Women are more concerned with prevention in Indonesia but not in Sweden and Denmark

Indonesia aging preventers are nearly evenly split between men (49%) and women (52%). In markets such as the U.S. and Great Britain, preventers are mostly women.*



YouGov Surveys, December 16, 2025 – January 12, 2026. Indonesia n> 750; Australia n> 500; Canada n> 400; Denmark n> 250; France n> 450; Germany n> 500; Great Britain n> 650; Hong Kong n> 300; India n> 600; Italy n> 400; Mexico n> 600; Poland n> 400; Singapore n> 600; Spain n> 500; Sweden n> 250; UAE n> 550; U.S. n> 550. *Overall gender distribution is not identical in all countries and this affects the distribution of aging preventers. For example, the overall sample is UAE is 69% male and 31% female. In other markets, each gender makes up within three percentage points of 50% of the sample.

Most Indonesian (85%) spend on skincare, supplements or anti-aging products every month

69%

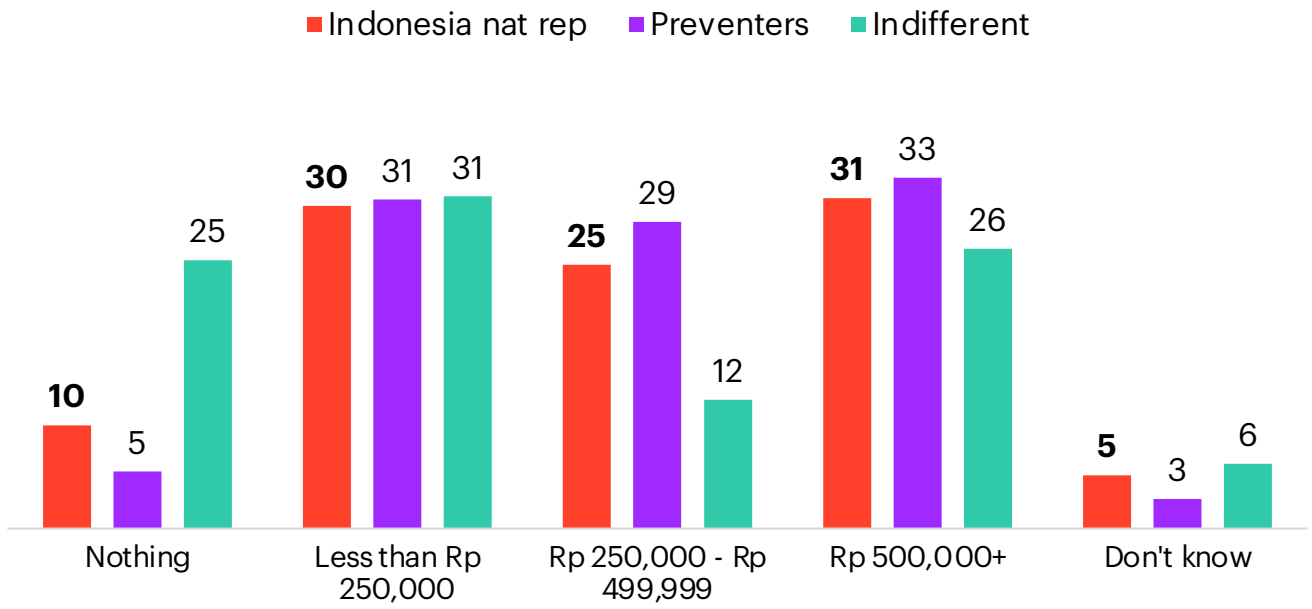
of the **indifferents** still spend money every month on anti-aging products.

33%

of **preventers** spend over **Rp 500,000.**

Men are more than five times as likely to spend nothing as women (15% vs. 3%).

Roughly how much do you personally spend monthly on skincare, supplements, or anti-aging products/treatments? (%)



YouGov Surveys, December 16, 2025 – January 12, 2026. "Don't know" responses not shown.
Indonesia online rep n> 1,000; aging preventers n> 750; indifferent agers n> 100; men n> 500, women n> 450.

Launch your own survey



Strategies for fighting time:

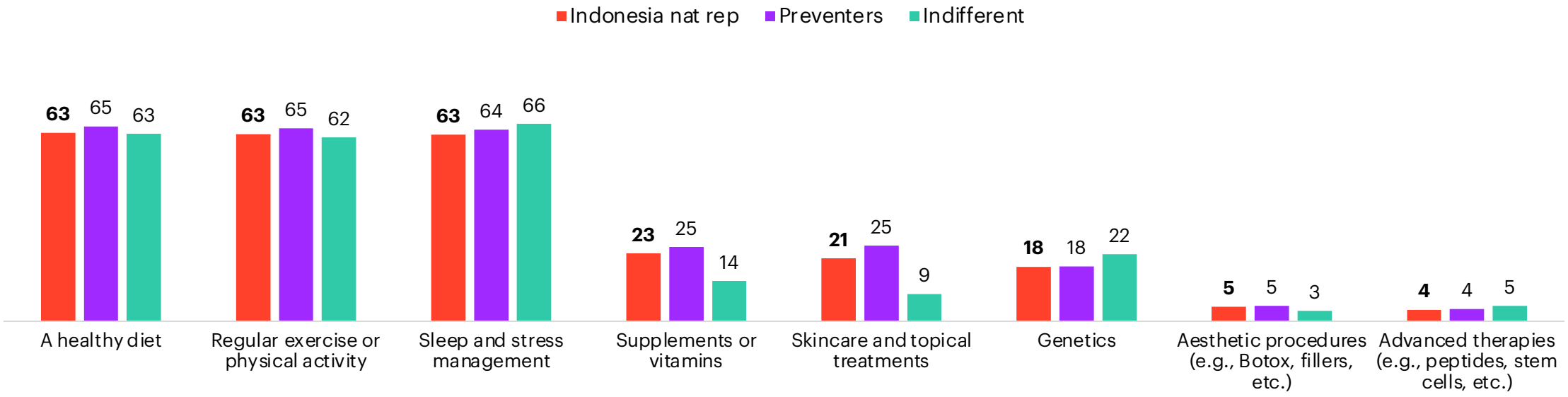
Diet, exercise, supplements

Consumers often frame aging as a lifestyle issue, but prevention-minded consumers incorporate products and supplements into their approach.

Lifestyle leads but preventers add products and therapies

All segments agree that exercise, diet, and sleep are the most important factors in aging. However, aging preventers are by far the biggest believers in skincare and other therapies. For example, 25% believe that skincare treatments are one of the three greatest-impact factors in aging. This compares to only 9% of indifferents, who are more likely to cite genetics as a key factor.

Which THREE , if any, of the following do you believe have the greatest impact on aging and longevity? Please select up to 3 options. (%)



YouGov Surveys, December 16, 2025 – January 12, 2026. "Don't know" and "Other" options not shown.
Indonesia online rep n> 1,000; aging preventers n> 750; indifferent agers n> 100.

Supplements are mainstream but preventers build bigger “stacks”

Aging preventers lead others in all forms of supplementation, especially those related to aging.

They’re especially more likely to use collagen or omega-3.

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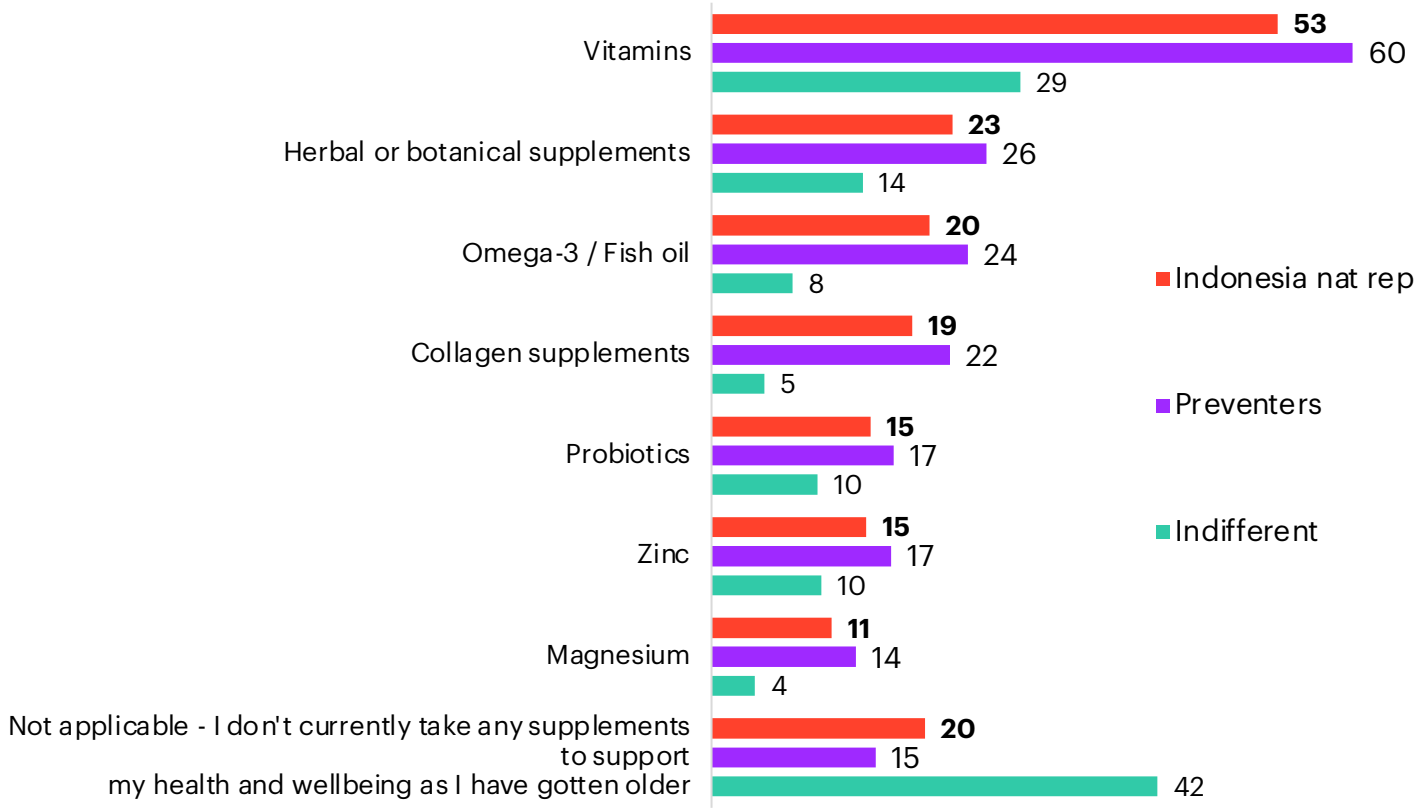
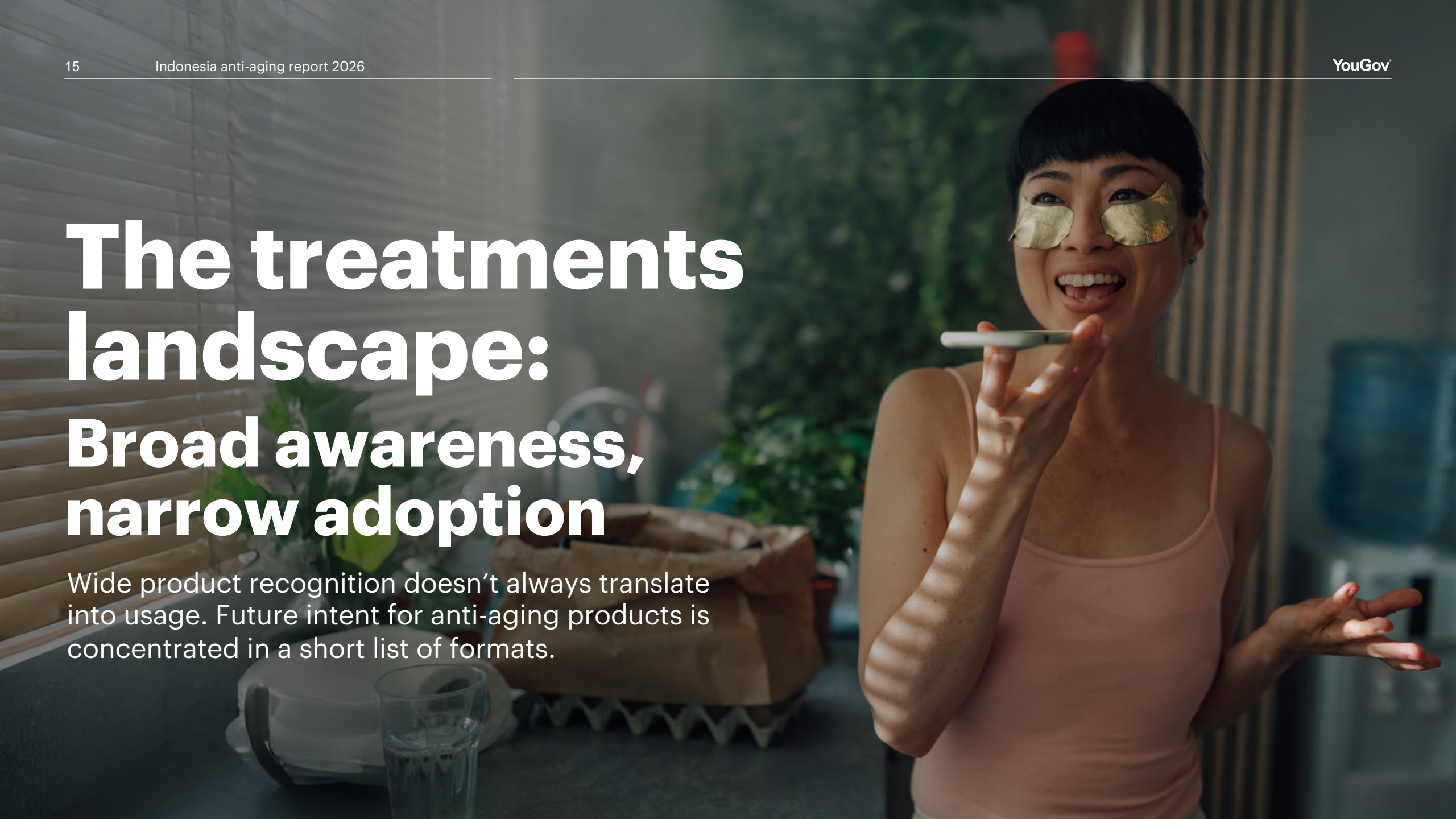
Which of the following supplements do you currently take to support your health and wellbeing as you get older? Please select all that apply (%)



YouGov Surveys, December 16, 2025 – January 12, 2026. Top 8 options shown.
Indonesia online rep n> 1,000; aging preventers n> 750; indifferent agers n> 100.



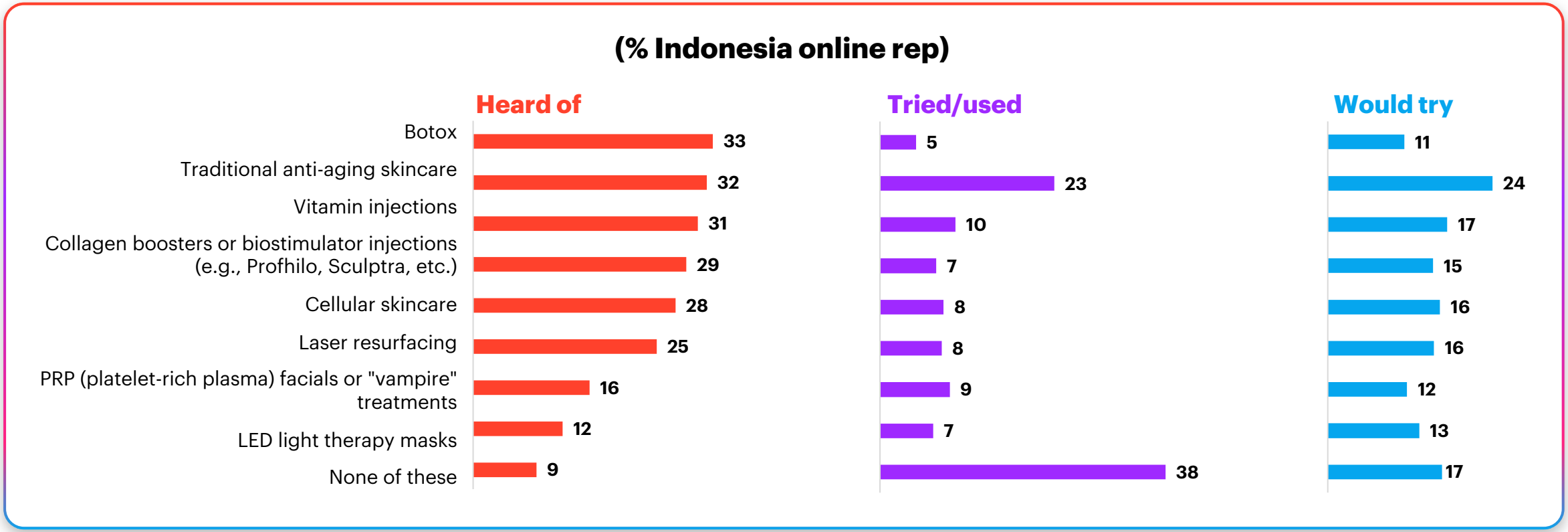
The treatments landscape:

Broad awareness, narrow adoption

Wide product recognition doesn’t always translate into usage. Future intent for anti-aging products is concentrated in a short list of formats.

Traditional skincare is the most widely used, though consumers are open to other formats

Vitamin injections, laser resurfacing and cellular skincare are the highest-intent step-up formats.

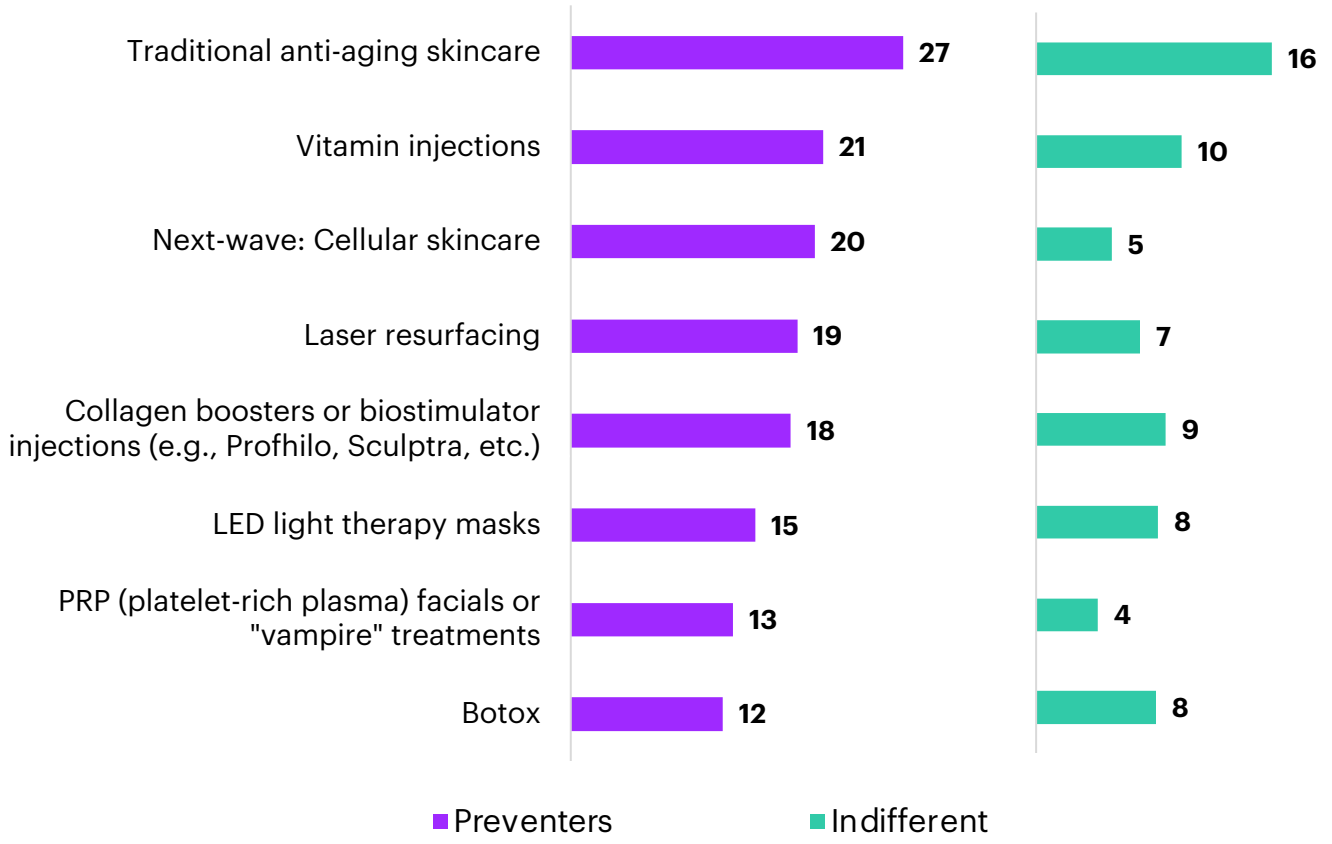


YouGov Surveys, December 16, 2025 – January 12, 2026. Top 9 options, “Don’t know” responses not shown. Indonesia online rep n> 1,000.
Heard of: "Which, if any, of the following treatments have you heard of in the context of anti-aging? Please select all that apply."
Tried/used: "Which, if any, of the following treatments have you personally tried or used? Please select all that apply."
Would try: "Which THREE, if any, of the following treatments would you consider trying in the future? Please select up to three options."

Preventers lead intent across treatment types

Those indifferent to the signs of aging are much less open to moving beyond traditional skincare. The most promising step-ups for this group are vitamin injections and collagen boosters.

Which THREE, if any, of the following treatments would you consider trying in the future? Please select up to three options. (%)



YouGov Surveys, December 16, 2025 – January 12, 2026. Top 8 options shown.
Aging preventers n> 750; indifferent agers n> 100.

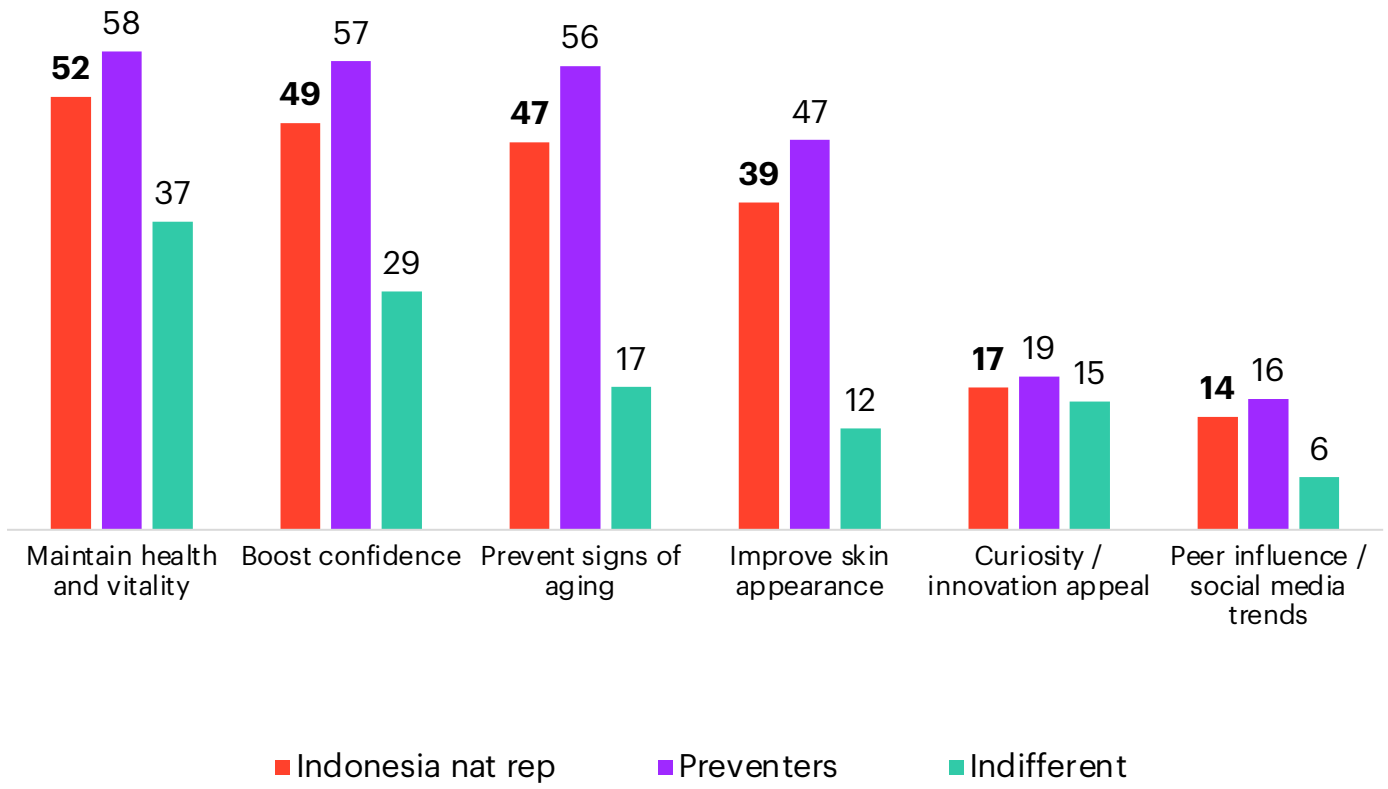
Motivations for anti-aging care

Preventers are driven by appearance and aging prevention with vitality also important.

Indifferent consumers may still be swayed by health and vitality but are less likely to be moved by aging-specific positioning.

Speak to an expert

For which, if any, of the following reasons would you consider anti-aging treatment or supplements? Please select all that apply (%)



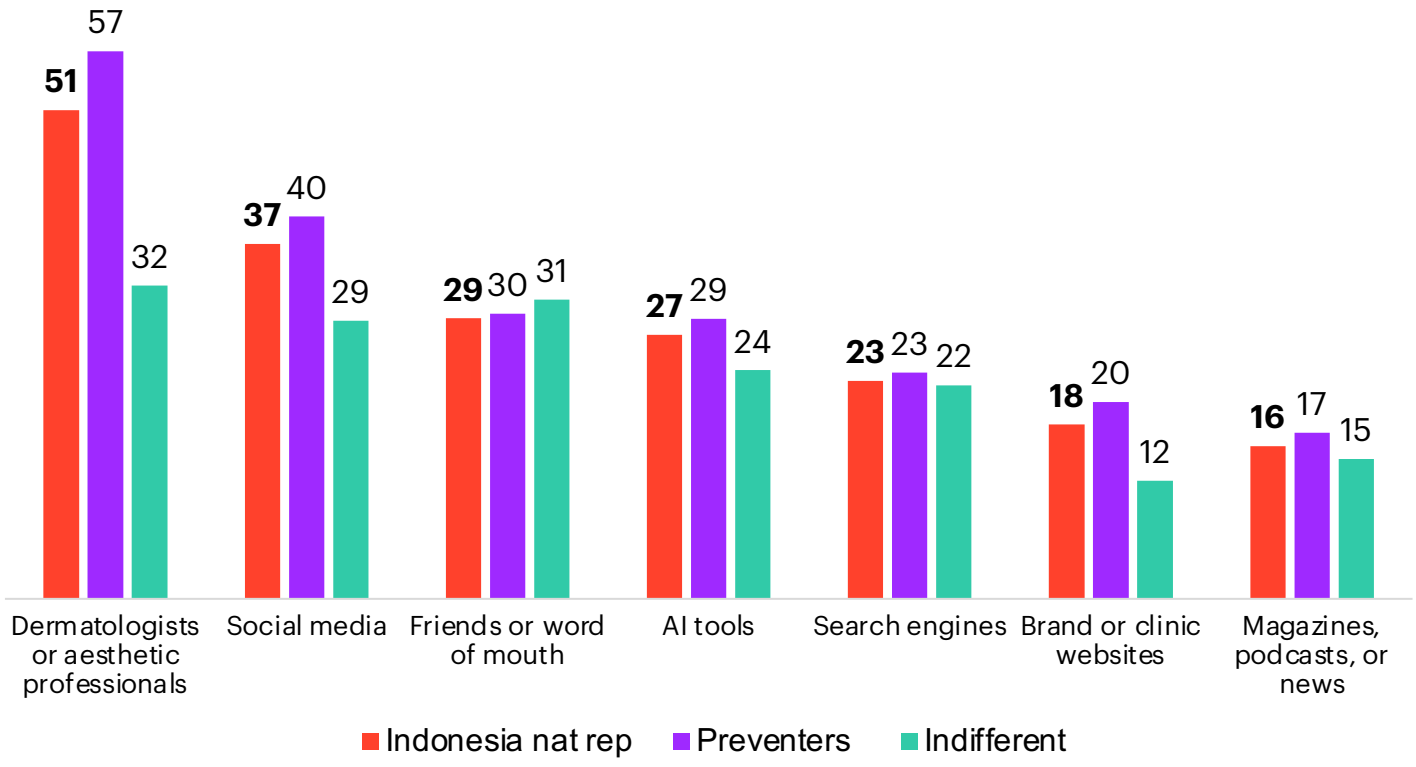
YouGov Surveys, December 16, 2025 – January 12, 2026. Top 6 options shown.
Indonesia online rep n> 1,000; aging preventers n> 750; indifferent agers n> 100.

Trusted experts are key for treatment discovery

Dermatologists and aesthetic professionals are the top channel for treatment discovery for all groups, followed by social media and word of mouth.

However, experts are much more likely to reach preventers (57%) than indifferents (32%).

From which THREE, if any, of the following would you be most likely to find out about new treatments related to anti-aging? Please select up to three options (%)



YouGov Surveys, December 16, 2025 – January 12, 2026. Top 7 options shown.
Indonesia online rep n> 1,000; aging preventers n> 750; indifferent agers n> 100.

What this means for skincare brands

Targeting:

Use prevention mindset to prioritize audiences. Aging preventers are the growth engine and aging indifferents are lowest priority for messaging.

Messaging:

Lead with vitality + skin health benefits; reserve strongest “prevention” language for preventers.

Format strategy:

Protect the gateway (routine anti-aging skincare) and test adjacent step-ups (e.g. collagen and vitamin boosters) where intent is highest.

Channel strategy:

Show up where each segment actually learns about new treatments (dermatologist/aesthetic professionals, word of mouth and social media).

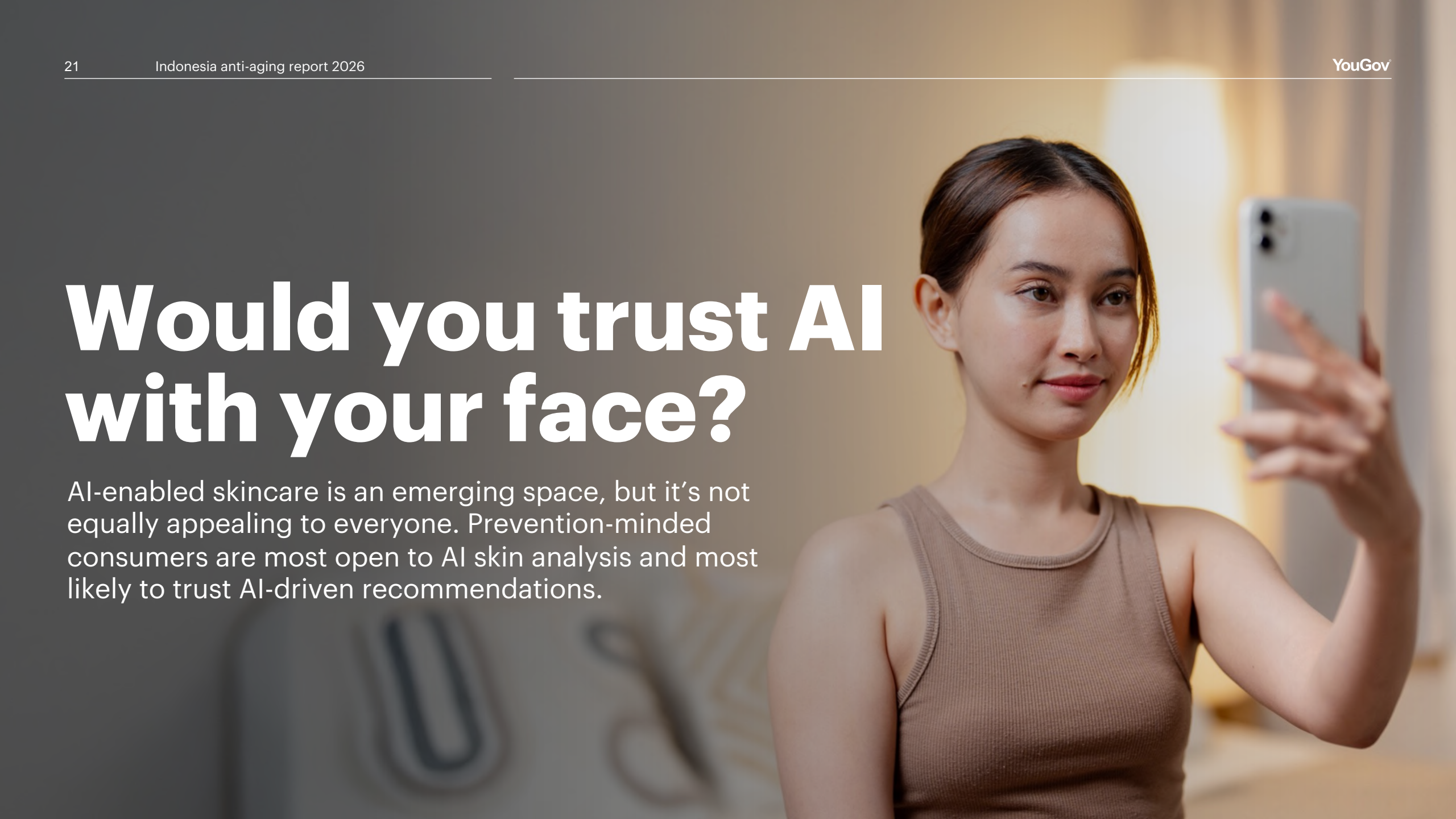
Trust builders:

For step-up formats, focus on proof, education, and credibility signals to convert awareness into trial.

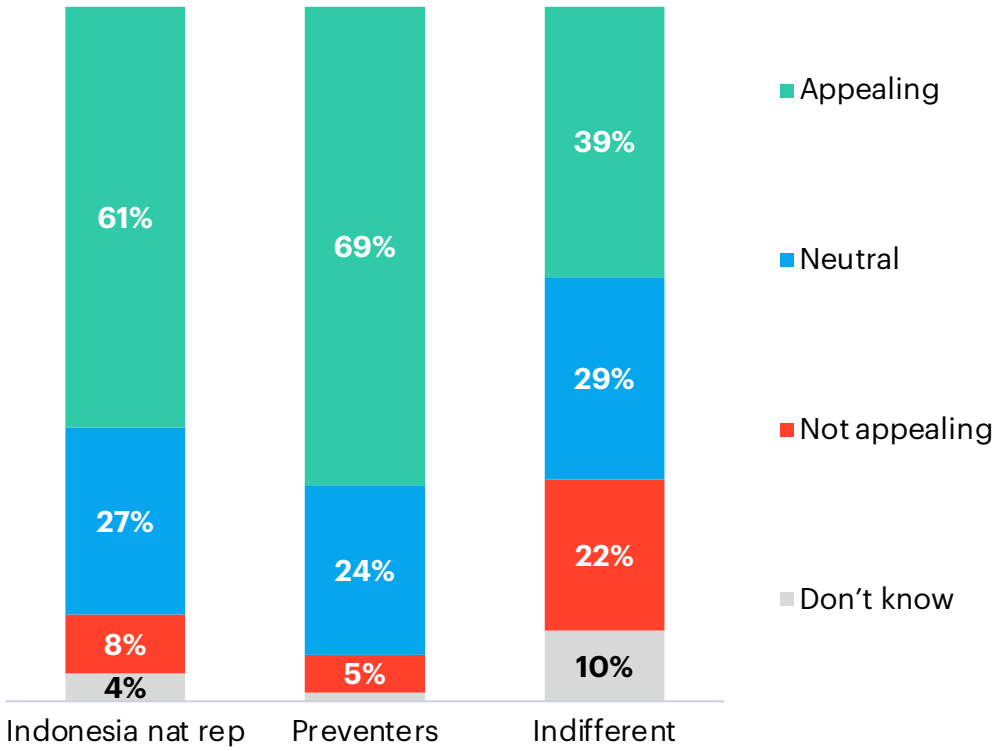


Would you trust AI with your face?

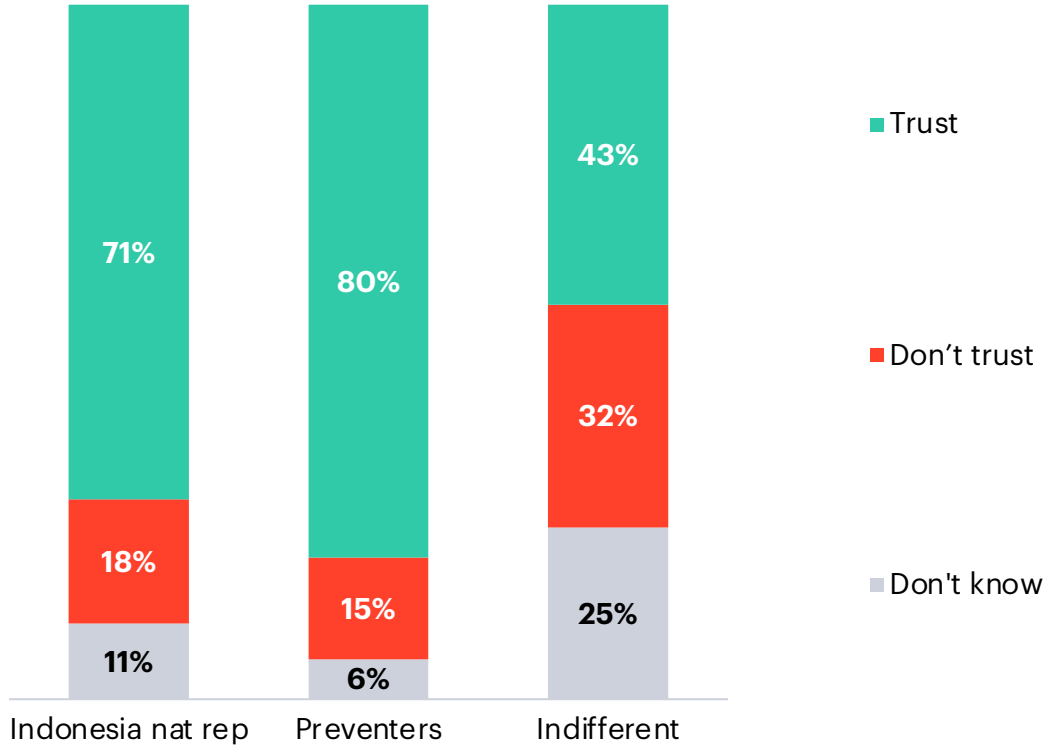
AI-enabled skincare is an emerging space, but it’s not equally appealing to everyone. Prevention-minded consumers are most open to AI skin analysis and most likely to trust AI-driven recommendations.



How appealing do you find the idea of using AI to analyze your skin, aging patterns, or biological age?



Would you trust AI-driven facial analysis tools to recommend personalized treatments or products?



YouGov Surveys, December 16, 2025 – January 12, 2026. Appealing/not appealing categories include respondents who answered, "Extremely appealing/not appealing" or "Somewhat appealing/not appealing." Similar analogous for trust/don’t trust. Indonesia online rep n> 1000; aging preventers n> 750; indifferent agers n> 100.

Methodology

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

The multi-region survey was conducted from December 16, 2025 – January 12, 2026 in 17 markets: Australia n= 1000; Canada n> 1000; Denmark n> 1000; France n> 1000; Germany n> 1000; Great Britain n> 2000; Hong Kong n= 500; India n= 1000; Indonesia n> 1000; Italy n> 1000; Mexico n> 1000; Poland n> 1000; Singapore n= 1000; Spain n= 1000; Sweden n= 1000; U.S. n> 1500; UAE n> 1000.

Audiences are nationally representative in Australia, Canada, Denmark, France, Germany, Great Britain, Italy, Poland, Singapore, Spain, Sweden, UAE, and U.S.. Audiences in India & Mexico are representative of the urban population. Hong Kong & Indonesia are representative of the online population.

Segments are based on the question, “How important is it to you to prevent the signs of aging?” Aging preventers (n> 550) are defined as Indonesians who say it is “extremely important” or “somewhat important” to prevent signs of aging. Aging maintainers (n> 400) are defined as Indonesians who say it is “neither important nor unimportant” to prevent the signs of aging. Indifferent agers (n> 450) are defined as Indonesians who believe that preventing the signs of aging is “not very important” or “not at all important.”

Generations are defined as: Gen Z (1997 or later), Millennials (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).



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Thank you

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