



Global Skincare Landscape 2024 and Beyond:

Revieve's Analysis of Consumer Trends
and Preferences Across Beauty
Brands and Retailers Worldwide

Summary

In this comprehensive report, we delve into the vibrant and dynamic world of beauty and skincare across global markets. By examining consumer interactions and preferences during the first quarter of 2024, we highlight the unique regional dynamics from Asia-Pacific to the United Kingdom, revealing how global consumers are embracing skincare products. Our analysis also extends to predicting trends for the remainder of 2024 and the next five years, providing valuable insights for both beauty brands and retailers looking to strategize for future opportunities.

Structure

01

Beauty Brands

Global Skincare Trends and Consumer Insights: Analyzing current trends, consumer engagement, and market performance across major regions.

Top Skincare Trends Across 5 Regions: Delving into the skincare preferences and unique consumer profiles in Asia-Pacific, Europe, the Middle East, the UK, and the US.

Comparative Analysis of Skin Types Across Regions: A detailed breakdown of predominant skin concerns and preferred products, supported by retail insights from Q1 2024.

02

Retailers

Detailed Insights and Analysis: Offering retailers a deeper understanding of skin types, predominant concerns, and product preferences with an integration of specific data points from retail studies conducted in the first quarter of 2024.

Exploring Customer Profiles and Skincare Preferences Across Regions with More than 150+ Brands' and Retailers' Customers Insights: Enhancing the understanding of demographic impacts on skincare preferences and purchasing behaviours, backed by specific data from recent retail studies.

Introduction

The beauty and skincare industry is witnessing a transformative **shift** as each regional market presents unique consumer trends and behaviors.

This report explores these evolving dynamics across **five key markets: Asia-Pacific, Europe, the Middle East, the United Kingdom, and the United States**, offering a detailed overview of the current landscape and future projections for these regions.



01

Beauty Brands



In this section, we delve into the dynamic interplay between global beauty brands and their diverse consumer bases across the world. By examining the latest trends, consumer behaviours, and market responses from the first quarter of 2024, we aim to provide readers with a comprehensive understanding of the evolving landscape.



From Asia-Pacific to the United States, this analysis covers key insights into what drives consumer engagement and how brands can effectively meet these needs. We'll explore detailed consumer profiles, discuss prevailing skincare trends across different regions, and provide strategic recommendations to help brands enhance their market presence and adapt to changing consumer demands.

Top Skincare Trends Across 5 Regions: Exploring Customer Profiles and Skincare Preferences

In the world of skincare, understanding customer profiles and preferences is key to tailoring products that resonate and meet specific needs.

Across all regions, hydration and rejuvenation dominate product preferences, underscoring a global shift towards wellness-centric beauty solutions. From hydrating serums popular in the UK to luxurious creams favored in the Middle East, consumers worldwide are seeking quality ingredients and clear benefits. Let's delve into the unique skincare types and preferences from beauty brands across the different regions:

Region	Asia-Pacific (APAC)	Middle East
Key insight	Tech-Savvy and Trend-Driven	Luxurious and Quality-Conscious
Customer Profile	The APAC consumer is predominantly young, tech-savvy, and heavily influenced by social media trends. Mobile usage is remarkably high, suggesting a preference for shopping and interacting with brands on-the-go.	Consumers in the Middle East tend to be luxury-oriented and quality-conscious, with a keen eye for prestige brands that offer opulent skincare solutions.
Skincare Preferences	This market shows a strong inclination towards innovative and high-tech skincare solutions . Products that feature advanced formulas or offer pollution protection are particularly popular, reflecting the urban lifestyle of many APAC consumers. Lightweight, multi-functional products are favored for their convenience. 	There's a high demand for products that provide hydration and anti-aging benefits . Rich creams and serums with potent active ingredients like hyaluronic acid or gold extracts are popular. Sun protection and whitening products also see significant use, catering to the regional concerns about sun exposure and skin tone. 

Region	United Kingdom (UK)	United States (US)
Key insight	Practical and Results-Oriented	Diverse and Experimental
Customer Profile	UK consumers are generally well-informed and practical, focusing on products that deliver visible results . There is a considerable interest in sustainable and ethically produced skincare.	The US market is characterized by its diversity , with a wide range of ethnic backgrounds and skin types. American consumers are experimental, willing to try new products and brands, especially those endorsed by celebrities or influencers.
Skincare Preferences	<p>Hydrating products that combat the effects of cold weather are essential. Ingredients like ceramides and peptides are sought after for their effectiveness in strengthening the skin barrier. The UK market also shows a growing trend towards organic and vegan skincare products.</p> 	<p>There is a strong preference for personalized skincare routines adapted to specific skin concerns like acne, aging, and hyperpigmentation. The trend towards natural and cruelty-free ingredients continues to grow, with a focus on clean beauty. Anti-aging products, such as retinoids and antioxidants, are highly popular among older demographics.</p> 

Key Takeaways:



APAC: Brands should focus on mobile marketing strategies and highlight the innovative aspects of their products to appeal to the tech-savvy, young consumer base.



Middle East: Marketing should emphasise luxury and efficacy, with a focus on premium ingredients that offer hydration and anti-aging benefits.







UK: Communicating the practical benefits and ethical sourcing of products can resonate well with consumers. Emphasis on ingredient transparency and product efficacy will likely attract more customers.



US: A personalised approach in marketing and product development can help cater to diverse needs. There is significant potential for growth in segments that offer natural and tailored solutions for specific skin concerns.

Comparative Analysis of Skin Types Across Regions

Region	Asia-Pacific (APAC)	Middle East
Predominant Skin Concerns:	<p>Due to high humidity and urban pollution in many APAC areas, consumers often face issues related to oiliness and acne.</p>  <p>Additionally, there's a significant focus on skin brightening and the prevention of hyperpigmentation, which are major concerns in this region.</p>	<p>The hot and dry climate leads to issues like dryness and sun damage. Consumers here also show a high interest in anti-aging products.</p> 
Preferred Products:	<p>Gel-based moisturizers, clay masks, and lightweight serums that control oil and enhance brightness are highly favored. Products containing ingredients like niacinamide, green tea, and vitamin C are popular for their effectiveness in addressing these concerns.</p>	<p>Rich moisturizers, hydrating serums, and sun protection products are crucial for consumers. Ingredients such as hyaluronic acid, squalene, and high SPF sunscreens are in high demand to combat dryness and protect the skin from intense sun exposure.</p>
Region	United Kingdom (UK)	United States (US)
Predominant Skin Concerns:	<p>Given the cooler and wetter climate, concerns around dryness and dull skin are prevalent. There is also a significant awareness of ecologically responsible products due to environmental concerns.</p> 	<p>The US shows a wide array of skin concerns due to its vast ethnic diversity and broad range of climates. Acne, aging, sensitivity, and hyperpigmentation are commonly addressed concerns.</p> 
Preferred Products:	<p>Heavy creams, intensive night serums, and products that promise to restore the skin's barrier and radiance are popular. There's a strong preference for sustainable products, with ingredients like ceramides and peptides that are effective in maintaining skin hydration and texture.</p>	<p>There is a substantial market for personalized skincare, with a growing trend towards natural and cruelty-free products. Retinoids for aging, salicylic acid for acne, and vitamin C for brightness are among the highly sought-after ingredients. The demand for multifunctional and skin-type-specific products is also prominent.</p>

Key Insights:

- **APAC** focuses on pollution and humidity-related skin issues with a strong inclination towards brightening products.
- **Middle East** consumers prioritise hydration and anti-aging due to their arid climate.
- **UK** consumers are inclined towards products that offer hydration and combat dullness, with an added emphasis on ethical sourcing and environmental impact.
- **US** displays the most diverse set of skin concerns and a significant tilt towards personalised and ethical skincare solutions.



Global Beauty Landscapes: Diving into Regional Skincare Trends and Consumer Dynamics

Asia-Pacific (APAC)

A Rapidly Blossoming Market:

The APAC region has seen

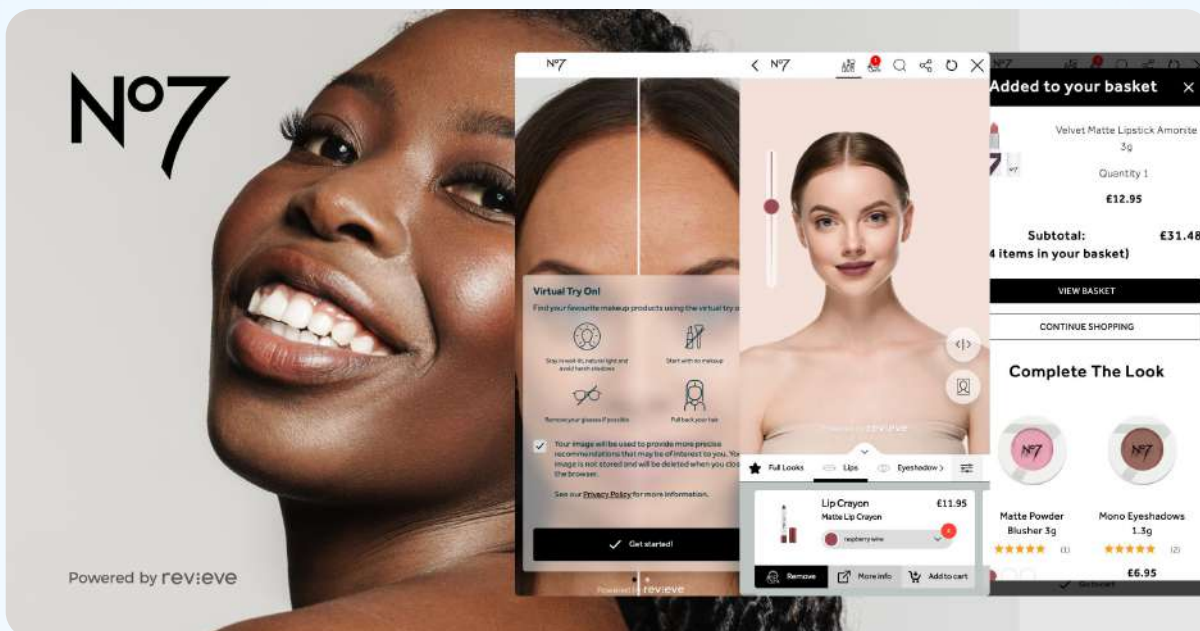
337.3% surge in traffic,

a testament to burgeoning interest in beauty trends. However, the intrigue seems to pause at browsing, with notably low conversion rates.

United Kingdom (UK)

Consistency and Quality Win:

The UK stands out with its consistent traffic and impressive conversion rates, suggesting a market of discerning but loyal customers. Brands like Byoma, known for their hydrating serums and cleansers, and No7 Beauty Company's skincare products are especially popular, reflecting a preference for products that promise moisture and radiance—essential in the UK's often dreary weather.



Middle East

Engaged and Enthusiastic:

Contrasting sharply with APAC, the Middle East shows **robust engagement**. Here, consumers are not just visiting; they're engaging deeply, demonstrated by high add to cart and checkout rates. This enthusiastic reception might be tied to the region's preference for luxurious, high-quality skincare, spotlighting a market ripe for premium product launches and targeted marketing campaigns.

United States (US)

Diverse and Demanding:

In the US, the vast traffic highlights a diverse consumer base with a plethora of preferences. Although the engagement metrics suggest room for improvement, the successful email campaigns, especially those personalized, hint at a path forward. American consumers respond well to **personalization**, indicating potential for more tailored marketing strategies to boost the initial interest into tangible interactions.

Top Picks and Trends:

Across all regions, skincare products dominate the favorites list, with a notable lean towards items that offer **hydration and rejuvenation** — key indicators of the global consumer's growing preference for wellness-centric beauty solutions. Whether it's the skin-quenching serums in the UK or the luxurious creams in the Middle East, it's clear that quality ingredients and clear benefits drive consumer interest.

02

Retailers

This section is dedicated to retailers, focusing on providing a granular look at the skincare market through detailed retail insights gathered in the first quarter of 2024. We will examine the consumer demographics, predominant skin concerns, and preferred skincare solutions across various global markets. By integrating specific data points and retail trends, we aim to equip retailers with the knowledge to optimise their product offerings, better understand their customers' needs, and strategically position their inventories to maximise sales and consumer satisfaction. This part of the report will also highlight successful retail strategies and forecast upcoming trends, offering a roadmap for navigating the complexities of the skincare retail environment.

Asia-Pacific (APAC)

Customer Profile

Dominantly younger demographics with

32.62% aged between **18-24**

High digital engagement with **98.97%**

of interactions coming from mobile devices.

Influenced by K-beauty trends and innovations in skincare.

Predominant Skin Concerns:

High incidences of oiliness and acne are reported due to urban pollution and humidity

91% products that address oiliness & acne

The most common skin types are **combination and oily**, which is indicative of the humid and urban conditions in many parts of the region.

26.78% unaware of their skin type,

suggesting a market for educational content and personalized skincare assessments.

Preferred Products

Natural ingredients and hydration products are favored,

with **70%** for lightweight formulations.

Gel-based moisturizers and clay masks are heavily favored, particularly those containing ingredients like **niacinamide** (prominent in **15%** of top-selling products) and **green tea**, aligning with the trend towards natural and effective solutions.

Market Trends:

- There is a strong market preference for advanced skincare technologies and products that offer multiple benefits, such as **hydration and anti-pollution properties**.
- **Gel-based moisturizers and lightweight serums** are in high demand, catering to the skin types and climate of the region.



Key Takeaways and Recommendations:



Invest in Educational Marketing: With a high percentage of consumers unsure about their skin type, there is a substantial opportunity to engage customers with educational content that helps them understand their skin better and guides them to appropriate products.



Enhance Mobile Shopping Experience: Optimizing online shopping platforms for mobile devices will cater to the tech-savvy, predominantly young audience, potentially increasing conversion rates.



Focus on Multifunctional and Tech-Advanced Products: Given the preference for high-tech skincare solutions, introducing products that incorporate the latest skincare technology can meet consumer expectations and strengthen market presence.



Expand Offerings in Natural and Organic Products: Aligning product lines with the growing demand for natural and organic options can attract a broader customer base looking for sustainable skincare solutions.

Europe

Customer Profile

Diverse age groups with a significant portion valuing ethical production and sustainability,

50% preferring eco-friendly brands.

A significant proportion,

60% prefer scientifically backed products.

High demand for products from brands that practice transparency in their ingredient sourcing and manufacturing processes.

Predominant Skin Concerns:

Sensitivity and dryness are more prevalent here than in other regions, with consumers focusing on products that support skin hydration and barrier repair.

The distribution of skin types includes a substantial number of individuals with

20% sensitive, **30%** dry, **25%** combination

skin types, highlighting the need for products that offer gentle yet effective hydration and barrier protection.

Preferred Products

≈ 60% are moisturizers and serums

for sensitive skin, featuring calming ingredients like chamomile, reflecting a regional preference for gentle, protective skincare. **Sensitive skin products represent 55% of the skincare purchases.** Growing interest in anti-aging products that offer hydration and firming benefits without heavy textures.



Market Trends:

- **High Engagement with Eco-friendly Products:** There's a notable engagement rate of **93.51%** in eco-friendly product categories, indicating strong consumer alignment with environmental values.
- **Product Preferences:** **Moisturizers and serums that incorporate calming ingredients** like chamomile and aloe vera are particularly popular, with sales figures showing a strong lean towards these types of products.



Key Takeaways and Recommendations:



Expand Eco-Friendly Lines: Given the high demand for eco-friendly and sustainable products, expanding these lines could cater well to market expectations and increase consumer loyalty.



Focus on Sensitive Skin Formulations: With a significant portion of the market concerned with sensitive skin, developing and marketing formulations specifically for this need could enhance market share.



Educational Marketing: Educating consumers on the benefits of natural and organic ingredients, as well as the science behind skincare, can help in building trust and enhancing brand value, especially given the high level of consumer knowledge.

Middle East

Customer Profile

Predominantly luxury-oriented consumers who prefer high-quality skincare products. Engaged consumers with a

44% higher likelihood to purchase high-end products compared to other regions.

Consumers tend to have extensive beauty routines, indicating a willingness to invest in multiple skincare products.

Predominant Skin Concerns:

The major skin concerns include **hyperpigmentation, dull and tired skin, and visible pores**. There is also a notable concern for aging skin, including wrinkles and fine lines. The skin type breakdown shows a mix with a notable proportion of consumers having **combination** (the most common), oily, and dry skin types. Interestingly, a significant portion of the population (**24.72%**) does not know their skin type, highlighting an area for targeted education and personalized skincare recommendations.



Preferred Products

≈ 60% are moisturizers and serums for sensitive skin,

Preferred Products

featuring calming ingredients like chamomile, reflecting a regional preference for gentle, protective skincare. Given the climate, there is a high usage of sun protection products, crucial for daily skincare routines.

Market Trends:



- High-End Preferences: The market shows a strong preference for **high-end products**, with consumers willing to invest in more expensive skincare solutions to ensure quality and effectiveness.
- Product Recommendations: Top recommended products include **advanced night repair serums and luxury moisturizers**, which are frequently added to carts, suggesting their popularity and consumer trust in their efficacy.

Key Takeaways and Recommendations:



Educational Opportunities: Given the high percentage of consumers who are unsure about their skin type, there's a valuable opportunity for retailers and brands to engage customers with educational content that helps them understand their skin better and choose the most suitable products.



Tailored Marketing for Premium Products: Marketing strategies should emphasize the luxurious and high-quality nature of products, appealing to the regional preference for opulence in skincare.



Increase Focus on Anti-Aging and Sun Protection: These categories are crucial in the Middle Eastern market, so expanding offerings in these areas could meet consumer demands more effectively.



Utilize High Engagement Rates: With robust engagement metrics, there's potential to convert interest into purchases through targeted promotions, loyalty programs, and personalized skincare routines based on local preferences and skin concerns.



United Kingdom (UK)

Customer Profile

The UK market shows a strong inclination towards ethically produced and sustainable products. Ethical concerns are paramount, with

25.68% of the market aged
aged **25-34** prioritizing sustainability.

A growing interest in indie brands, with **20%** of consumers favouring smaller, ethical companies.

Predominant Skin Concerns:

Dryness, dull skin, and visible pores are the most cited concerns, indicative of the environmental challenges present in the UK climate.

Predominant Skin Concerns:

A wide range of skin types are catered for, with a notable portion of the population experiencing sensitivity, leading to a demand for products that soothe and protect without causing irritation.

Hydrating products make up **≈ 35%**

of skincare sales.

Preferred Products

Due to the often cold and wet climate, products that **hydrate and restore the skin barrier** are particularly popular, with moisturizers being a top category.

Heavy creams and serums that restore skin's barrier are favored, with a significant shift towards products containing ceramides and peptides, which feature in about 25% of purchased skincare products.

There is also a notable increase in demand for **natural and vegan products**, now making up 20% of the market.



Market Trends:

- Popular Products: **Hydrating serums, intensive moisturizers, and products containing niacinamide** for brightening and reducing pores are among the top sellers.
- Consumer Behaviour: There is a high engagement with products that feature ethical credentials, such as **vegan or organic labels**, reflecting a consumer base that values sustainability as much as skincare.

Key Takeaways and Recommendations:



Expand Eco-friendly and Ethical Product Lines: Given the strong market preference for sustainability, expanding offerings in this area could cater to consumer expectations and drive loyalty.



Increase Focus on Skin Sensitivity: With a considerable number of consumers dealing with sensitive skin, there is a market opportunity for developing and prominently marketing products designed for sensitivity.



Educational Initiatives: As consumers are keen to understand product benefits and ingredients, educational campaigns can help clarify how products meet their specific skin concerns, potentially increasing consumer trust and product uptake.



The United States (US)

Customer Profile

Extremely diverse demographic with varied ethnic backgrounds leading to a **wide range of skin types and concerns with**

57.77% under **34** years old.

High consumer knowledge and demand for products that are scientifically proven to be effective.

Strong influence from **celebrities and social media personalities on skincare trends**, with **34%** citing this as a key factor in their purchasing decisions.



Predominant Skin Concerns:

A broad spectrum of concerns including **acne, aging, and hyperpigmentation**, reflecting the diverse demographic with **19.57%** of consumers **unsure** about their skin type. More detailed outlook: common skin concerns include acne, visible pores, and hyperpigmentation, with these issues prominently affecting the younger demographics.

The distribution of skin types is varied, with a notable prevalence of **combination and sensitive skin**.

Preferred Products

There is a strong preference for **personalized skincare solutions**, with products tailored to address specific concerns such as acne, aging, and hyperpigmentation.

Natural and cruelty-free products are increasingly popular, aligning with a broader consumer shift towards ethical and sustainable choices in personal care. There is also a significant interest in products that address the signs of aging such as wrinkles and fine lines.

Market Trends:

- Acne Treatments: Products targeting acne are highly popular, reflecting the widespread concern among consumers, particularly in younger age groups.
- Sensitive Skin Products: There is a robust market for products formulated for sensitive skin, driven by a high incidence of skin sensitivity across the population.

Key Takeaways and Recommendations:



Focus on Personalization: Enhancing product personalization can cater to the diverse needs of the US market, potentially increasing consumer satisfaction and loyalty.



Expand Natural and Cruelty-Free Ranges: Capitalizing on the growing demand for sustainable and ethical products can help brands strengthen their market position.



Educational Initiatives: Given the diverse range of skin types and conditions, educational campaigns can help consumers make informed choices about the products that best suit their needs.



Targeted Treatments for Youthful Consumers: Developing and marketing products specifically for acne and hyperpigmentation, which are prevalent among younger consumers, could tap into this substantial market segment.

