



Skin Care Path to Purchase: Selection, Purchase, Engagement

June 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Market overview

Global skin care consumer profile

Following consumers through their skin care path to purchase

SELECTION

Formulations and benefits as key to consumer's added value perception

Growing role of science-backed and premium quality features

Efficacy expectations from skin care products

Proven efficacy is one of the important features

Safer ingredients and ethical labels influence selection

Natural ingredients and are perceived by luxury

Elemis Pro-Collagen campaign targets natural ingredient seekers

PURCHASE

Opportunities within omnichannel customer experience

Wellbeing and skin care rituals shaping purchase frequency

Convenience and price driving at-home skin care solutions

Digital influence drives offline and online purchases

Sensory wins in-store, savings win online

Lookfantastic's debuts in physical retail to offer its customers an enriched experience

ENGAGEMENT

Driving growth through brand advocacy and loyalty

Daily necessity and efficacy rewarded with loyalty

Skin care shoppers stick with what works: Consistency over novelty

Building brand loyalty within online shopping experience

Loyalty programmes for beauty and personal care brands

Boticário Group launches loyalty programme

CONCLUSION

Recommendations for skin care consumer selection, purchase, post-purchase

ABOUT OUR RESEARCH

Why is Euromonitor's consumer insights data unique?

Our approach to path to purchase

Overview of Voice of the Consumer: Beauty Survey

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- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/skin-care-path-to-purchase-selection-purchase-engagement/report.