



# 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

## About Euromonitor International

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Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **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.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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