

# The Evolving Skincare Consumer

U.S. skincare consumers are more engaged with the category than ever before, and the past year gave them time to refine their routines and establish new habits. We're tracking what's happening to help you address consumers' evolving needs and stay ahead of your competition. **Here's a closer look.**

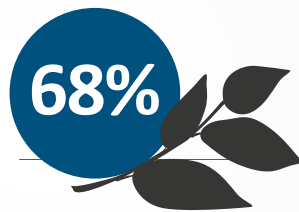
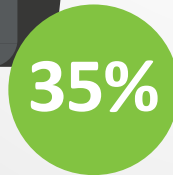
## 38% of U.S. consumers use cleanser.

More than 1/3 of those who use cleanser do so more than once a day.



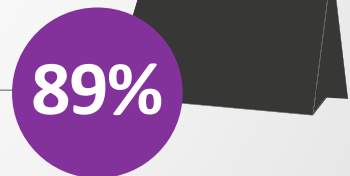
## 35% spent more time on skincare in the past year

while they spent more time at home.



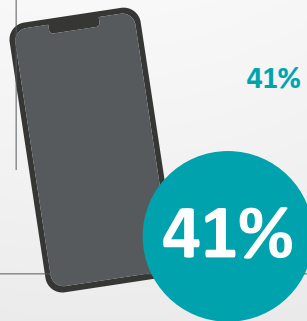
68% seek brands that use clean ingredients.

Of the consumers who report using skincare masks, 89% do so 3 – 6 times per week.



## 41% of consumers say Instagram influenced their purchases,

especially those in the Gen Z and Millennial generational groups.



Widespread stay-at-home advisories in 2020 meant consumers had more time to spend on their skincare routines. What are the most important attributes that influence the brands and products skincare consumers buy? How have skincare routines and purchasing changed, and will new behaviors stick? Find out in our latest **Skincare Consumer Report**.

Source: The NPD Group/Skincare Consumer Report, 2021 Release

Want more insights like this? Contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

