

Attitudes Toward Skincare Today

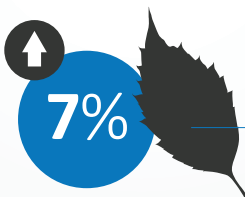
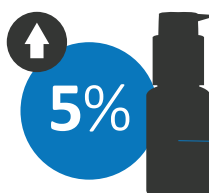
With sales in the U.S. skincare market on the rise, your growth depends on knowing what women think and how they plan and shop. **Here's a look at our latest skincare insights.**

Women are becoming increasingly concerned about the ingredients in their face products.

In the last two years,

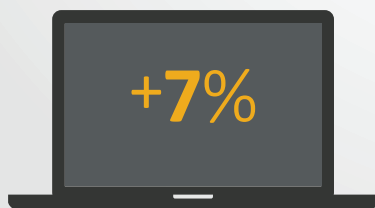
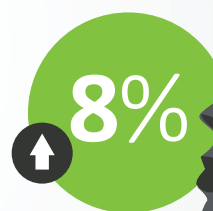
5% more women say they look for skincare products that are made from natural/organic ingredients.

7% more women usually buy skincare products that are free of parabens, phthalates, sulfates, and/or gluten.



More women are using face masks.

Face mask usage has **increased 8%** from 2015 to 2017.



Online

More women are purchasing facial skincare products online and at beauty specialty stores compared to two years ago.



Specialty

Get a jump on what's next with the latest skincare data and insights. The 2017 Women's Facial Skincare Consumer Report gives you a comprehensive look at skincare trend comparisons, shopping behavior, consumer insights, and marketplace observations.

Source: The NPD Group/2017 Women's Facial Skincare Consumer Report

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

