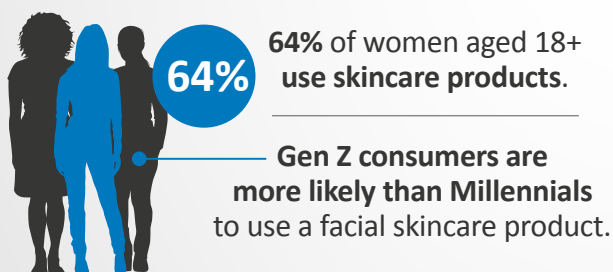


# What Women Want from Skincare

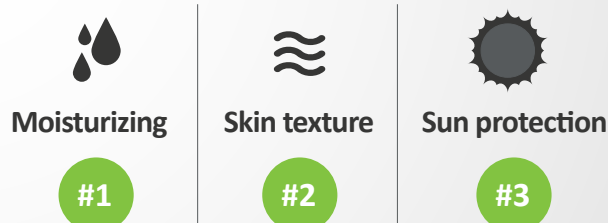
Skincare continues to perform well; engaged consumers are using more products than they did in years past. They're using their spending power to ensure their voices are heard, supporting brands that commit to natural ingredients and transparency. And online continues to grow in influence — it's an important source of information, empowering today's skincare consumer with information to use in-store. **Here's a closer look.**

The overall incidence of using facial skincare products is **flat versus 2 years ago**, though **consumption among women has increased.**

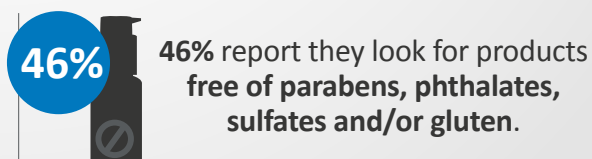
## Who uses skincare products?



## Top desired skincare product benefits



## Which product attributes drive purchases?



## Where do consumers get information about products and brands?



Get a jump on what's next with the latest skincare data and insights. The **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/Women's Facial Skincare Consumer Report

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

