Skin trust

Decoding skin sensitivity and its impact on beauty and personal care
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Credible Data

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What’s next?
DECODING SKIN SENSITIVITY IN ASIA

• Understanding Asian skin
• Primary skin concerns and how they are discussed
Understanding Asian skin

PRONE TO SKIN SENSITIVITY

LOSS OF MOISTURE

HYPERPIGMENTATION

PRONE TO SCARS

HIGHER RESISTANCE TO AGEING
Sensitivity to skin is common

WOMEN ARE MORE PRONE

90% of Asian women have sensitive skin

SOUTH KOREA

93% of consumers think their skin is sensitive

US

74% of consumers reported experiencing skin conditions in 2018, an increase from 67% in 2016

Base: 500 Korean consumers; US - 2,000 internet users aged 18+
Source: 2012 International Journal Of Cosmetic Science; IOPE Skin Report 2017; Lightspeed/Mintel
BUILDING SKIN TRUST: THE PILLARS OF SUPPORT

• Fortify defensive strengths
• Borrow and build trust
• Evoke positive emotions
FORTIFY DEFENSIVE STRENGTHS
Lancôme have coined the term ‘chrono-sensitivity’ which describes a state where temporary outbreaks are caused by environmental aggressors like UV rays, or internal triggers like one’s hormone cycles or dietary habits.

The Lancôme Advanced Génefique Youth Activating Duo is formulated with three major faction families of probiotics: lactobacillus; yeast; and bifidobacterium.

Brands look to reduce skin’s chrono-sensitivity or strengthen skin resistance or barrier to defend against external aggressors or internal triggers.

Source: Lancôme
BORROW AND BUILD TRUST
Evolve the 'free-from' claim

Simple’s philosophy has always been to champion 'free-from' perfumes or colours, alcohol or preservatives.

The 'free-from' claim could evolve to focus more on the ingredients added, and how they can positively influence the health of the skin (microbiome) as modern pollutants and increased gut health issues affect the quality of the skin.

As seen in Mintel's Future of Facial Skincare 2019, consumers are seeking for clean beauty brands. We are seeing brands start to promote the percentages of key actives on-pack, as well as featuring before and after pictures.

Source: Information Resources, Inc./Mintel
EVOKE
POSITIVE
EMOTIONS
Skin issues trigger powerful negative emotions

According to the British Skin Foundation, 70% of British people have visible skin conditions or scars that directly affect their confidence.

Source: British Skin Foundation
Neuroscience opens up new opportunities

The brain-skin-axis is powerful, and terms like psychodermatology are starting to gain interest, particularly as consumers suffering from allergies and skin sensitivity would benefit from skincare that improves mood in a positive way.
Thank you for listening!

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