

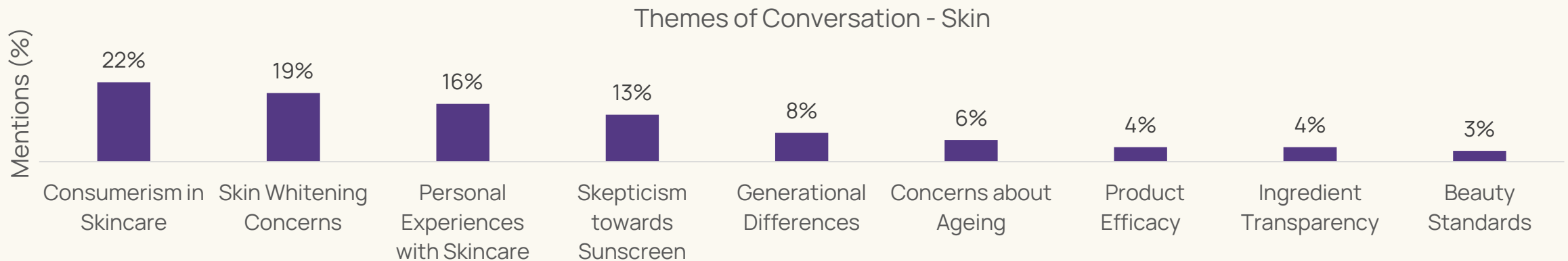
Trends in Skincare & Haircare

03 December, 2024



Loud & Clear: Gen Z are Vocal about their Demands

- 1. Ingredient Transparency Obsession:** Gen Z prioritizes ingredient transparency in skincare products due to heightened awareness of health and environmental issues. They prefer brands that are transparent about ingredients over traditional marketing narratives.
- 2. Skepticism Towards Traditional Brands:** Both Gen Z and Millennials show skepticism towards traditional brands, with Gen Z being particularly vocal. This skepticism is contrasted by a preference for K-Beauty and international brands, indicating a demand for authenticity and transparency from brands.
- 3. Cultural Influences on Beauty Standards:** Cultural and generational influences shape attitudes towards skincare and beauty. Younger generations, especially Gen Z, advocate for inclusivity and diversity, reflecting different values compared to older generations.
- 4. Community Support for Healthy Skin:** Younger generations value community support for maintaining healthy skin, with shared experiences and recommendations from peers significantly influencing individual skincare choices.



Sources: Reddit - Social Media Conversations - Sample size (5012)

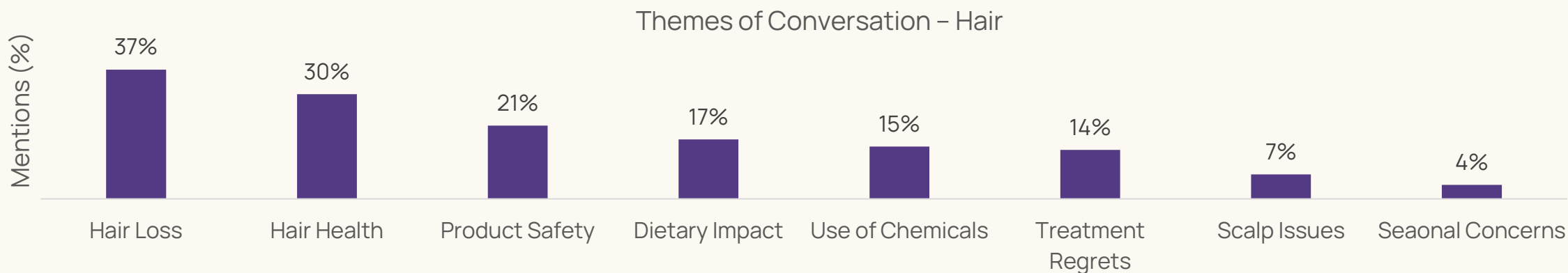


Gen Z are Scalp Savvy and Peer Influenced

1. Health Implications Drive Choices: Gen Z's focus on health implications drives their haircare choices, particularly concerning product safety and chemical safety. This heightened awareness means brands may need to shift toward safer, more natural ingredients to meet consumer demands.

2. Value of Community Engagement: Gen Z values peer recommendations and social proof when selecting haircare products. Brands should leverage community feedback and user-generated content to appeal effectively to this demographic, as community engagement significantly influences their purchasing decisions.

3. Focus on Scalp Health: Gen Z is particularly concerned with scalp health and immediate visible issues like dandruff. This suggests a potential market for targeted scalp treatments, making it important for brands to develop and promote products specifically designed for scalp health.



Sunscreen Saga: Challenges & Continued Usage

What Prompted Them to Make the Purchase but Not Use?

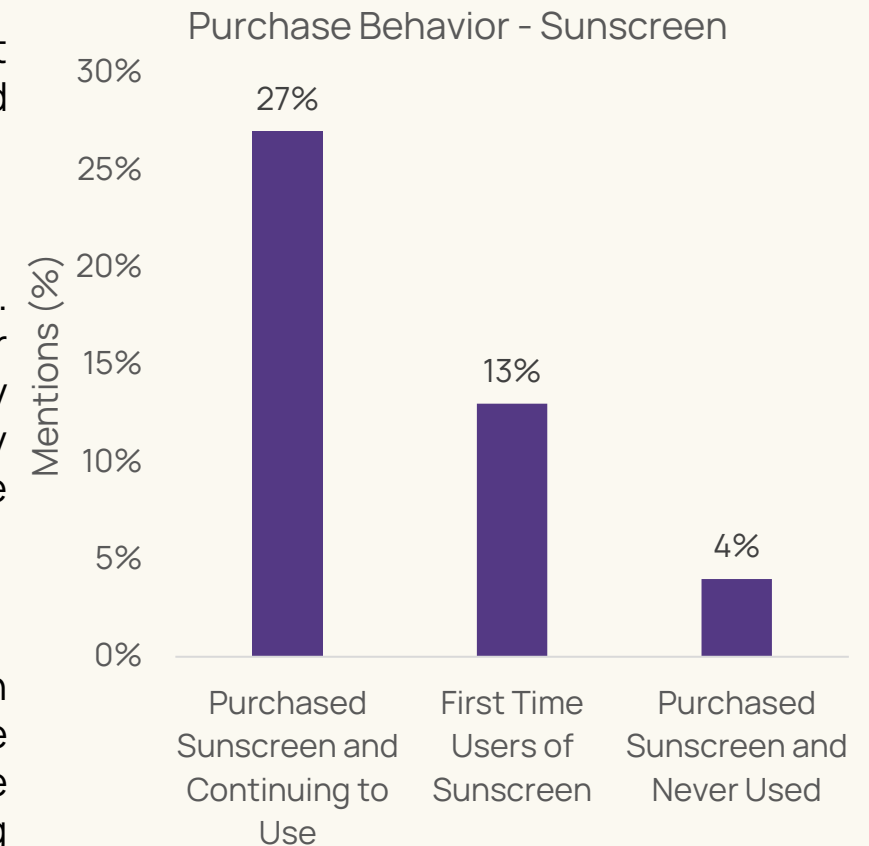
The low percentage of non-use after purchase indicates a strong commitment to skincare once the purchase is made. The few mentions of non-use could indicate a lack of awareness/forgetfulness.

What Motivated First Time Purchasers?

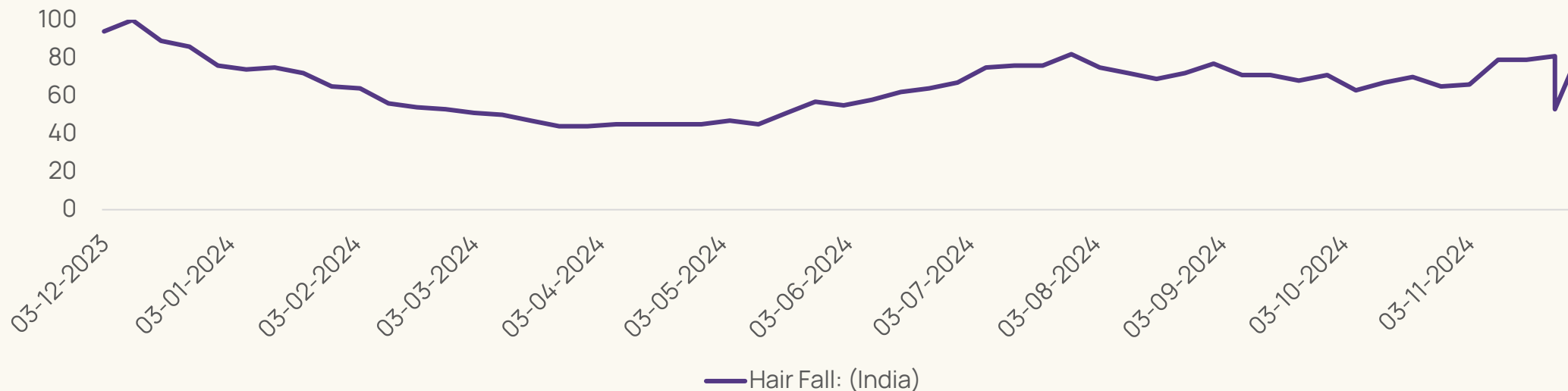
The analysis of conversations reveal a desire for a proper skincare routine (7%). Several users view having a proper skincare routine as a key component of their overall well-being, symbolizing a sense of having their life together with many drawn to the aesthetics and rituals associated with it. First-time users are mainly driven by health concerns (5%) and awareness about potential skin damage (8%). Initial motivations can significantly influence long-term usage patterns.

What Ensures They Keep Using Sunscreen?

Factors prompting regular use among ongoing users include having an established routine in place (16%), awareness about possible skin issues once use of product is stopped (9%) and convinced by the effectiveness of the product (6%). This highlights the importance of user experience in promoting long-term skincare habits.



“Hair Fall” and Related Issues Peak in The Cold



Searches related to “Hair Fall” (Hair Fall, Hair Loss, Hair Treatment) reach an all-time high during the colder months, underscoring the necessity for targeted haircare solutions to address these seasonal challenges.

Colder weather often exacerbates hair problems due to several factors. The dry air reduces moisture levels, leading to a dry scalp and brittle hair. Reduced blood circulation to the scalp in lower temperatures can also affect hair health by limiting nutrient supply to hair follicles. Additionally, the increased use of hats and scarves can cause friction, further contributing to hair breakage.

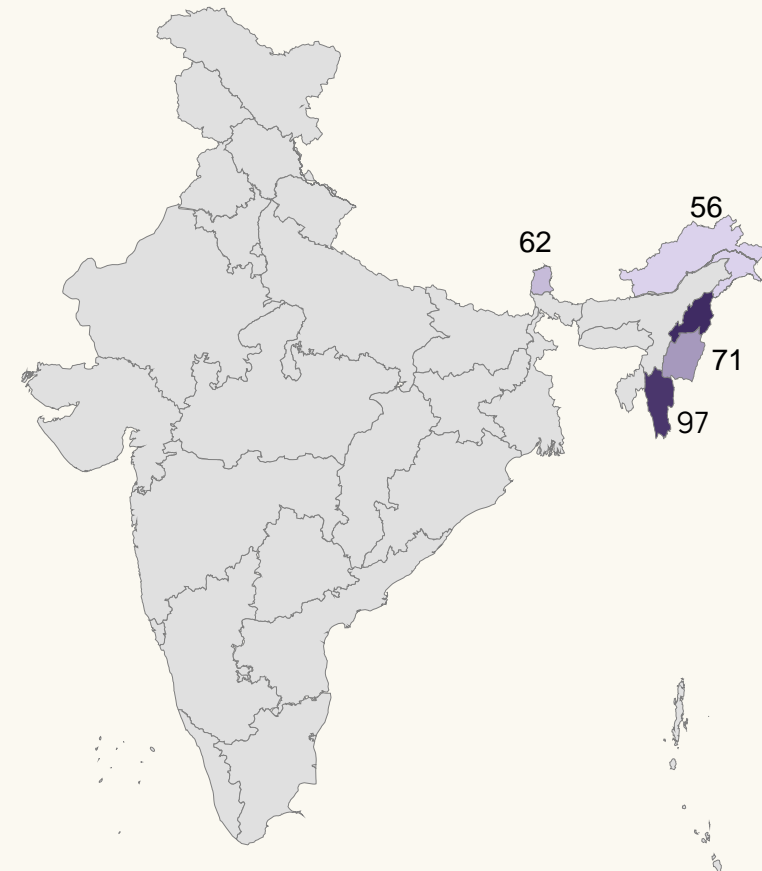
North East #1 For Skincare Searches

Regional Trends on the other hand reveal The North Eastern states of India leading in skincare related searches (Skincare, Acne, Skincare Treatment) with Nagaland claiming the top spot.

This surge is primarily driven by the region's colder weather, which often results in dry skin and heightened skincare concerns among its residents.

Additionally, the growing influence of K-Beauty (Korean Beauty) in the region plays a significant role. The allure of K-Beauty lies in its innovative products, emphasis on skincare routines, and the promise of achieving flawless skin.

Leading States in Search for "ACNE"





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