

## Simplifying Skin Routines

### Myth or Reality?



### What is "skinalism"?

**Skinalism** calls for swapping complicated, multi-step regimens with fewer, more effective products to achieve beautiful skin with greater efficiency and less waste



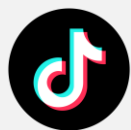
Simplifying skin care routines coincides with the current desire for **de-consumption or underconsumption**

Underconsumption values **quality** over quantity and **awareness** over impulse, in contrast to **overconsumption** displayed in influencer hauls



De-consumption places an increased focus on **sustainability** and more mindful consumption

Sources: [Skinalism: The newest beauty trend for simple skin care explained | CNN Underscored](#); Mishra, A., Borin, N., Lindsey-Mullikin, J., & Krishnan, R. (2023). Understanding Consumers' Motivations and Product Preferences for Deconsumption. CSU Journal of Sustainability and Climate Change, 2(1). DOI: <https://doi.org/10.5567/1/2771-5582.1022> Fashion and Beauty Trends 2024: Influencer Hauls vs. Underconsumption Core NIQ Omnishopper 52 wks ending 9/7/24 vs. YA

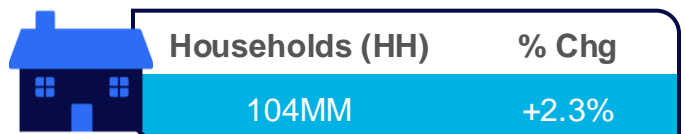


**TikTok Trend:** Users on TikTok proudly show off their normal homes, normal beauty routines, and normal closets, rejecting the social media norm of excessive consumption and cutting back on long unnecessary routines

*So, how widespread is this really?*

*Are we seeing any distinct changes in skin care consumption?*

**Overall, the Facial Skin Care market remains strong, growing users and dollars**



Most consumers already have a minimal skin care routine, buying just a few product types:

**75%** of HH buy **three or fewer** different product types

**97%** buy six or fewer, and this has remained stable over the past 3 years

The 25% who are indulging across many product types are responsible for an outsized portion of growth in the category and account for nearly half of Facial Skin Care sales.

## 4 Product Types are Most Commonly Purchased by Facial Care Households (HH):



General/Multi-purpose Cleanser:  
**72%** of HH

Facial Cleansing Wipes:  
**35%** of HH

Day Moisturizer:  
**68%** of HH

Facial Treatments:  
**32%** of HH

**There are signs of Skin Care routine simplification with buyers moving away from less commonly used forms and expanding their purchasing of core product types**

Units are declining among less commonly used products:



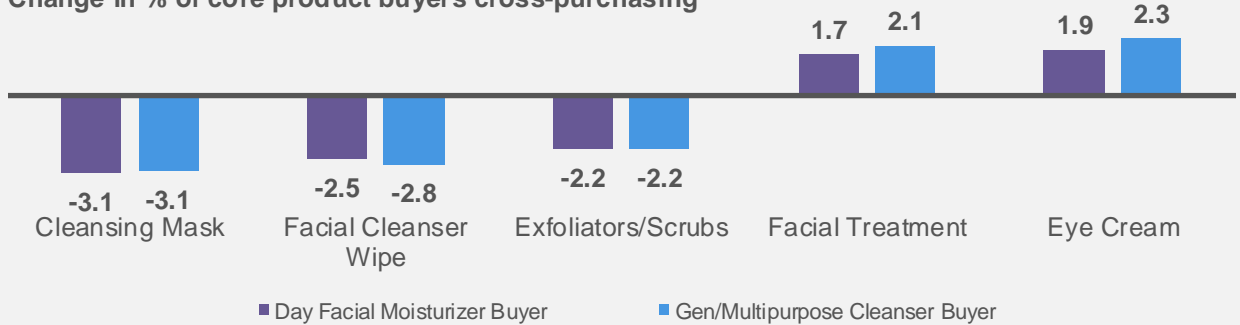
Facial Skin Appliance	-19.0%
Cleansing Mask	-17.8%
Exfoliators/Scrubs	-8.4%
Pore Cleansing Strips	-6.0%

And growing with those more commonly purchased:



Day Facial Moisturizer	+5.1%
Facial Treatment	+17.8%

### Change in % of core product buyers cross-purchasing

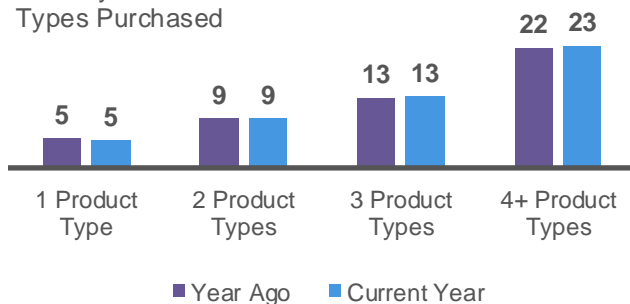


Source: NIQ Omnishopper 52 wks ending 9/7/24 vs. YA

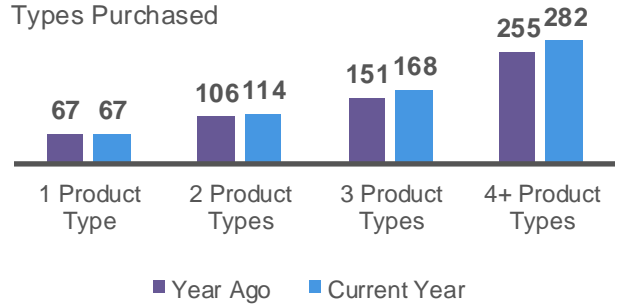
## Routine simplification is not minimizing category engagement

**Skin Care buyers, regardless of extent of routine, are maintaining the number of units purchased and increasing their category spend**

Units by Number of Product Types Purchased



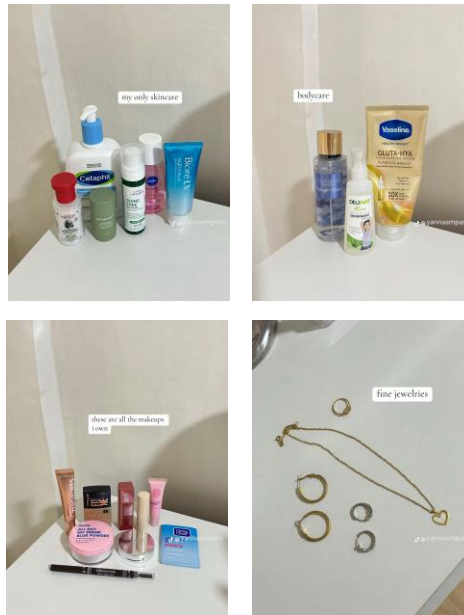
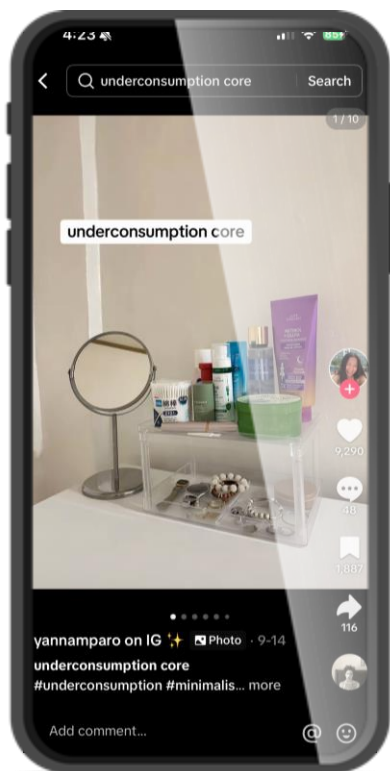
\$ by Number of Product Types Purchased



*Underconsumption Core TikTok Trend showcases items that are part of a core routine, rejecting the ideas of overconsumerism, which many influencers on TikTok subscribe to*



## Trending TikTok Hashtags:



- # underconsumption  
20.2K posts
- # realisticmorningroutine  
17.4K posts
- # deinfluencing  
47.8K posts
- # deinfluencingskincare  
566 posts

### Others searched for

- Q luxury minimalist underconsumption
- Q underconsumption core
- Q underconsumption declutter

## Recommendations

Skinimalism promotes minimizing the complexity of Facial Skin Care routines and opting for fewer, higher quality products. While there is evidence of movement away from less commonly used product types, **the reality is** most buyers already have a minimal skin care routine. Buyers are leaning into core product types, focusing on quality and ingredients, and expanding their overall category purchasing.



Reduce focus on less commonly used product types



Promote regimen within core product types: day + night moisturizers, multi-benefit treatments



Highlight product quality and emerging ingredients within the product types used most frequently