

Sensitive Skincare Claims In The US Make Up 25% Of Overall Claims

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Sometimes itâ€™s not about whatâ€™s in your beauty productsâ€”but what isnâ€™t, and this seems to be especially true of the sector. High interest in ultra-gentle skincare is consistent with an overall category shift toward more products positioned as gentle or appropriate for sensitive skin. According to Mintelâ€™s Global New Products Database (GNPD), thus far in 2014*, sensitive skin claims represent 25% of total skincare claims, compared to 15% in 2009. Whatâ€™s more, 71% of facial skincare users say they are interested in ultra-gentle products.

Sales trends also reflect this move towards natural skincare. Mintel estimates that sales of sensitive/gentle skincare products are more than \$202 million, with the majority of sales coming from the facial cleanser and facial moisturizer segments. Sensitive and gentle skincare products are also capturing a greater percentage of facial cleanser and moisturizer sales.

â€œWhile facial skincare products have typically highlighted the addition of ingredients such as vitamins and botanicals, the category appears to be moving toward highlighting whatâ€™s not in the formula â€” fragrance, dyes, etc.,â€• says Shannon Romanowski, senior beauty and personal care analyst. â€œThis move toward gentle skincare is a reflection of consumersâ€™ desire for performance combined with increased concern and awareness regarding what is being put on their skin.â€•

Consumers seem to be big fans of the pared down approach, as almost a quarter (24%) of facial skincare users say they look for products with natural, organic ingredients. Twenty-two percent seek out products that are free from certain ingredients like parabens or fragrances and 21% are interested in items that are designed specifically for sensitive skin.

â€œWhile future growth is expected to remain slow, there are opportunities for more customized and convenience-driven product options. Value-added products that enhance health and wellness, extend usage occasions, or tap into the convenience-driven mindset of male and multicultural shoppers stand to gain,â€• adds Shannon. â€œIn addition, a consumer shift toward gentle skincare benefits also reflects an opportunity, especially among women and Black consumers.â€•

*2014 refers to January 1, 2014-April 1, 2014.