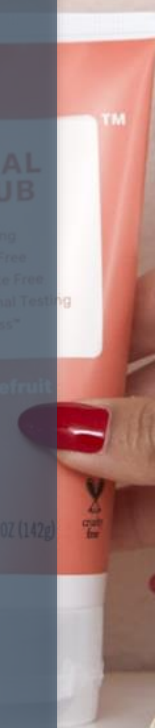
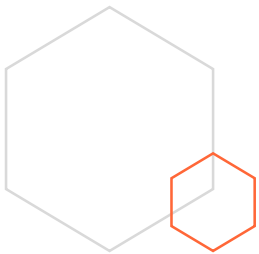




# roamler

## FACIAL SKINCARE





## INTRO

Right after the holidays we might need a bit of a "clean-up". All the parties, greasy foods and (alcoholic) drinks have taken a toll on our skin. Time for a night of pampering with a soothing, cleansing skincare routine.

We asked our large community of mobile users about their Facial Skincare routines. Think of face cleansing products, face creams, face masks and lip products.

Curious to learn more? Read all the findings in our latest [Consumer Report](#).



HAPPY, FRESH  
START OF THE YEAR!



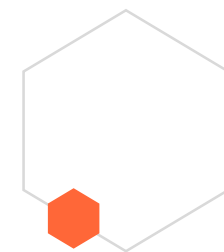
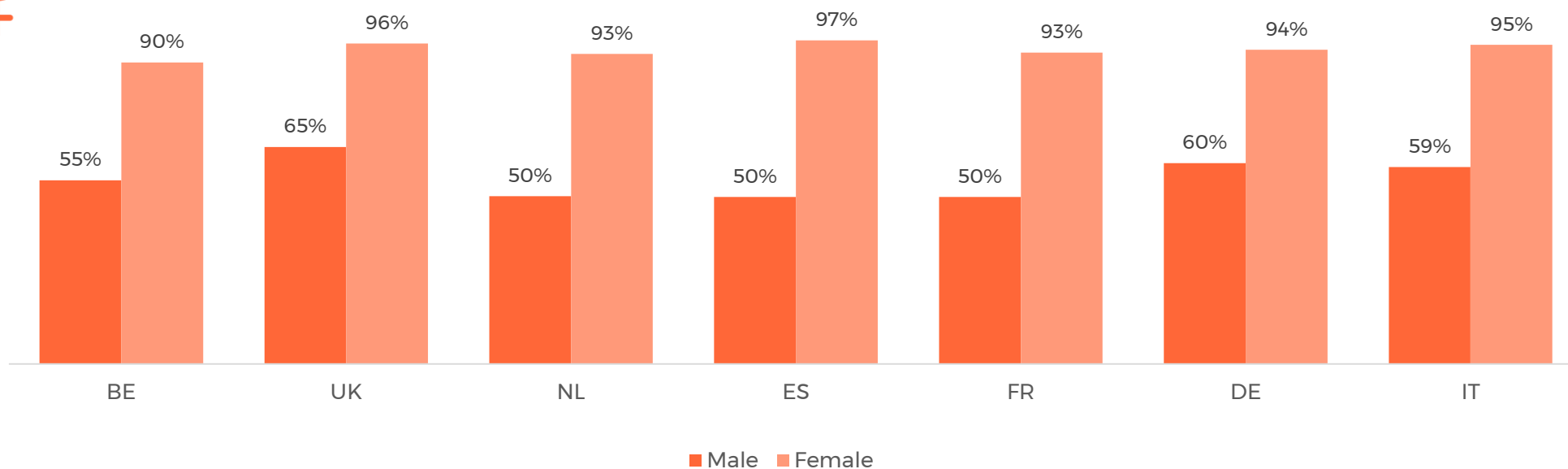


## SKINCARE LOVED MOSTLY BY WOMEN

At least **90%** of European women use Facial Skincare products. Women in Spain score the highest (**97%**). When it comes to men, more than **50%** use skincare products, with Brits scoring the highest percentage (**65%**).



DO YOU USE FACIAL SKINCARE PRODUCTS?





# WHY OR WHY NOT?

Find below the **top 3** reasons why men and women across Europe use and don't use facial skincare products.



- "Because I need to moisturize" (60%)
- "My facial looks are important to me" (39%)
- "Because I like the feeling (soft, moist)" (35%)



- "Because I need to moisturize" (64%)
- "I wear makeup, so my skin needs it" (54%)
- "My facial looks are important to me" (44%)

## WHY NOT?

- "I feel like I don't need it" (62%)
- "Ease / Laziness" (27%)
- "I don't believe in the effectiveness" (20%)

## WHY NOT?

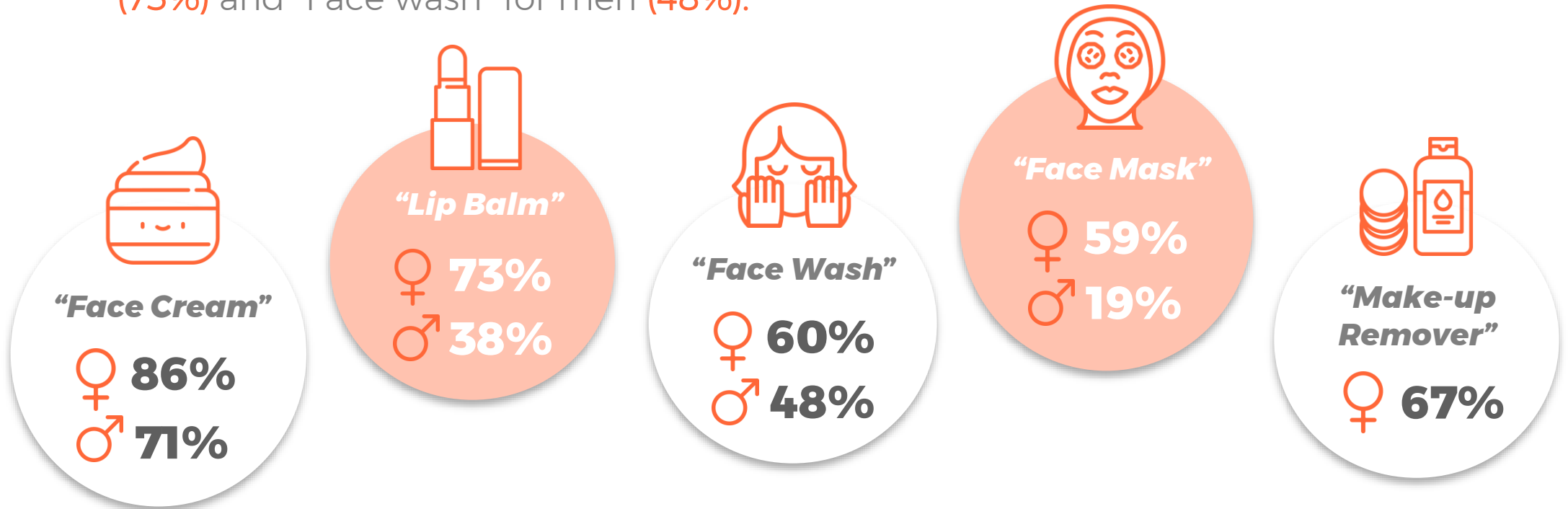
- "I feel like I don't need it" (51%)
- "Ease / Laziness" (38%)
- "I don't wear makeup so don't need it" (37%)

*\*European averages and multiple answers possible*



## WHAT DO WE USE?

The most popular skincare product for both European men and women is Face Cream (**men = 71%, women = 86%**), followed by “Lip balm” for women (**73%**) and “Face wash” for men (**48%**).



**FUN FACT:** In the UK “face washes” seem to be more popular for both women and men than in any other European country. **72%** of women and **65%** of UK men use it.



## PURCHASING PREFERENCES

With **64%**, Miccelair water is the preferred makeup remover for European women. The type of face cream seems to differ per gender, as women like to adjust their creams to the day or nighttime, and men don't.

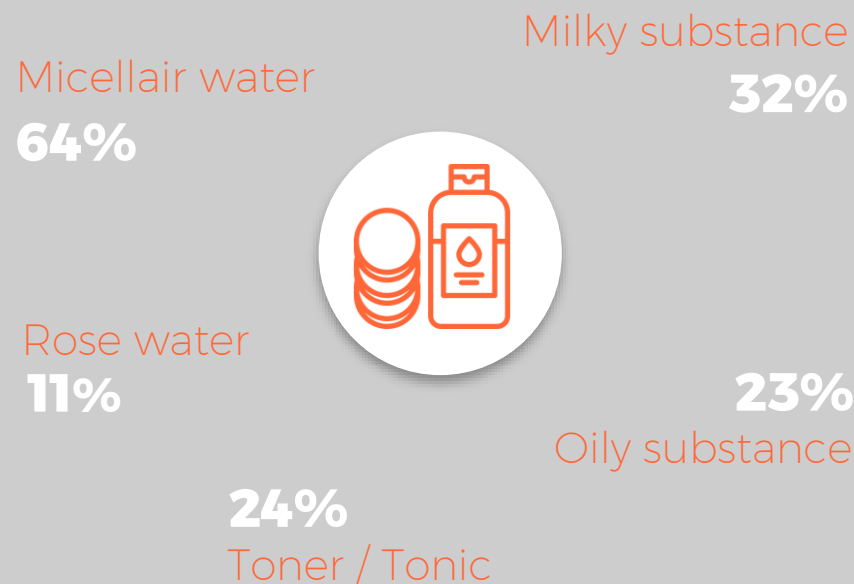
### FACE CREAM

**45%** of women use both a day and a night cream, while only **27%** opt for a generic face cream.



On the opposite note, **51%** of men use one generic product, while **17%** of them make use of both a day and a night cream.

### MAKE-UP REMOVER\*



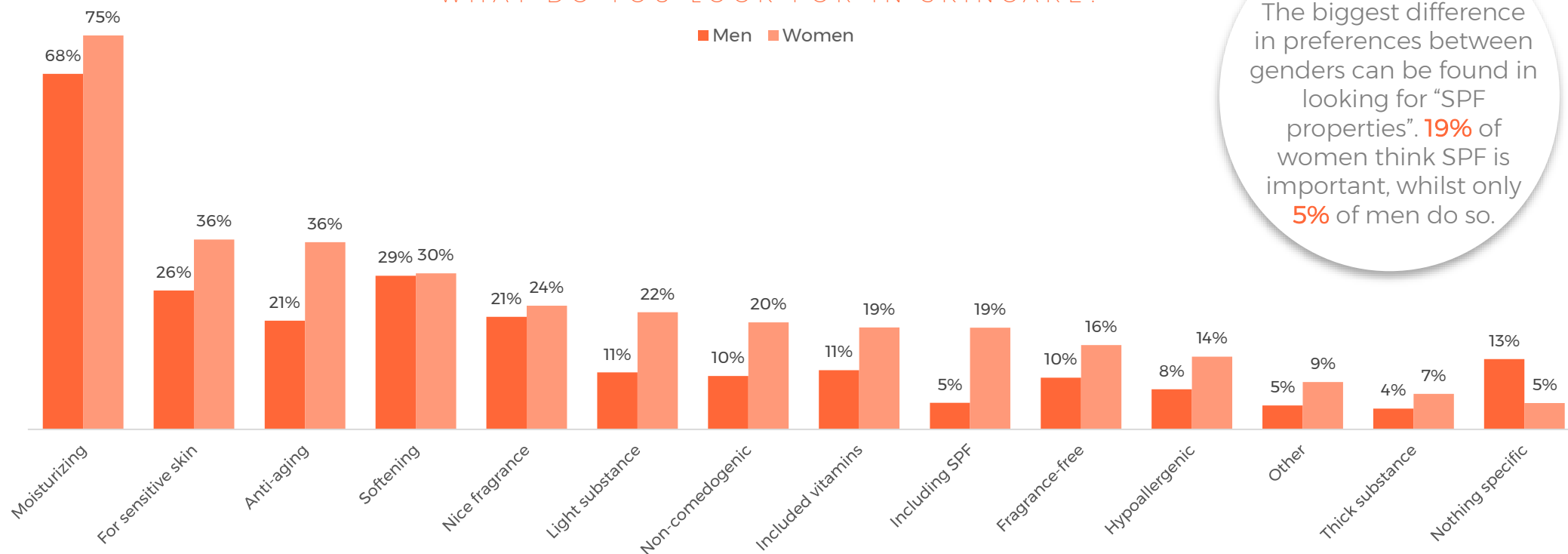
*\*Only answered by female participants*



# CONTENT PREFERENCES

For both men and women, skincare should mostly be moisturizing (**women = 75% and men = 68%**). Women also opt for products for sensitive skin and with anti-aging properties (**both 36%**). For men, skincare being “softening” comes in second (**29%**).

## WHAT DO YOU LOOK FOR IN SKINCARE?



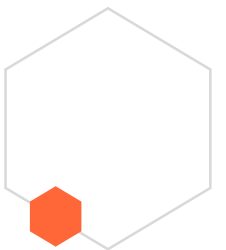
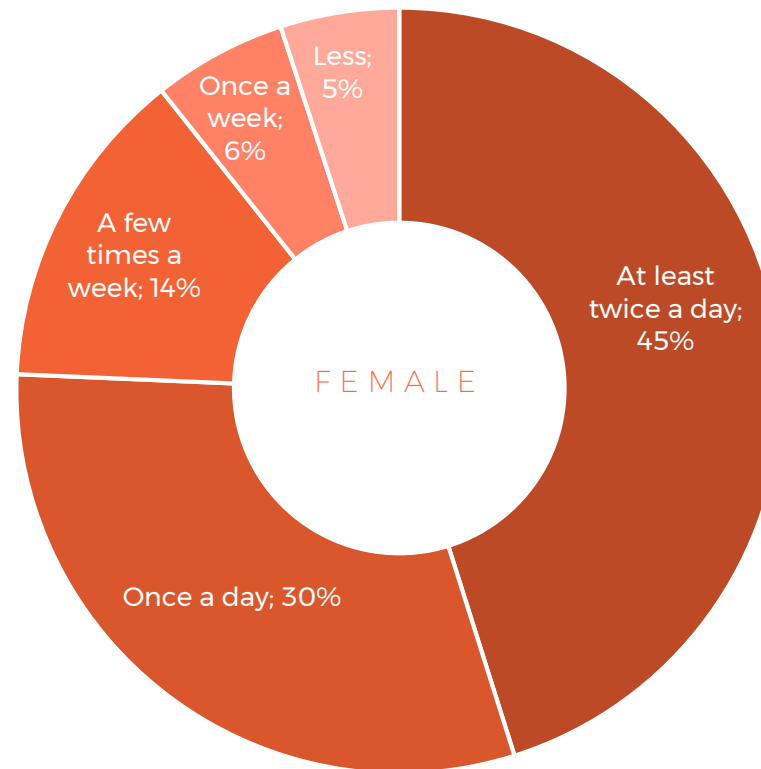
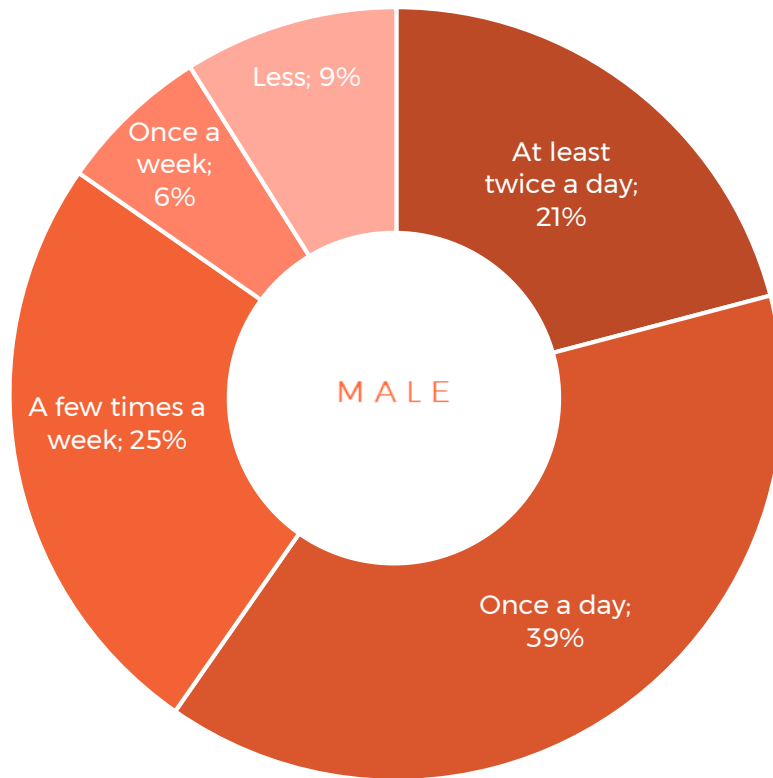
### FUN FACT

The biggest difference in preferences between genders can be found in looking for “SPF properties”. **19%** of women think SPF is important, whilst only **5%** of men do so.



## USAGE FREQUENCY

The majority of men takes care of their skin once a day (39%), while a smaller 21% does it twice a day. When it comes to women, about 45% states to use skincare products at least twice a day.

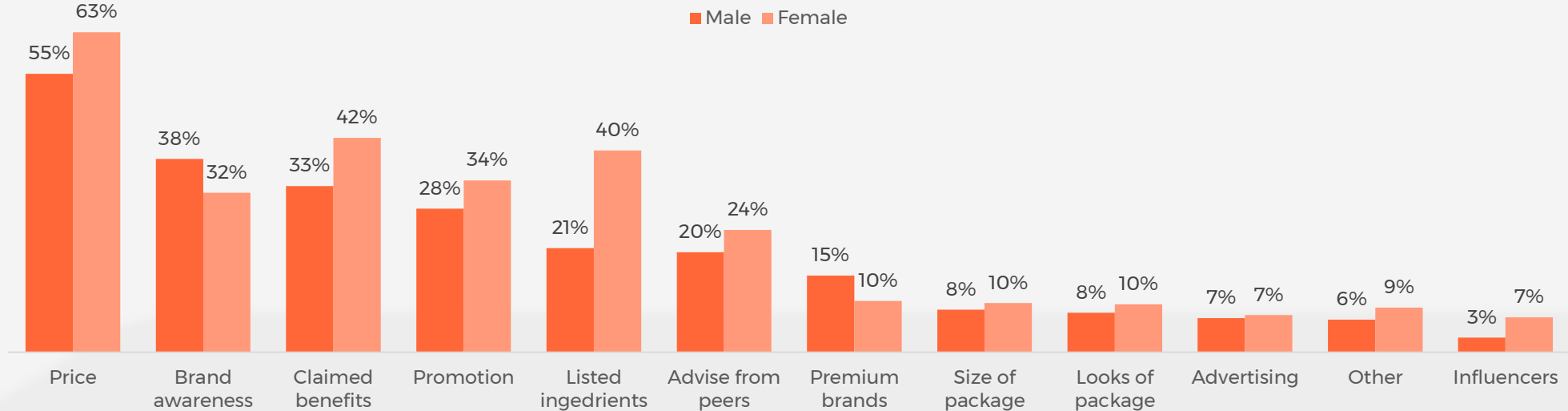




## PURCHASE BASED ON?

Both European men and women base their skincare purchase mostly on the price of the product (**men = 55%, women = 63%**). “Brand awareness” comes in second for men (**38%**), and for women the “claimed benefits” score a second place (**42%**). Women also tend to look into the listed ingredients more (**40%, compared to 21% for men**).

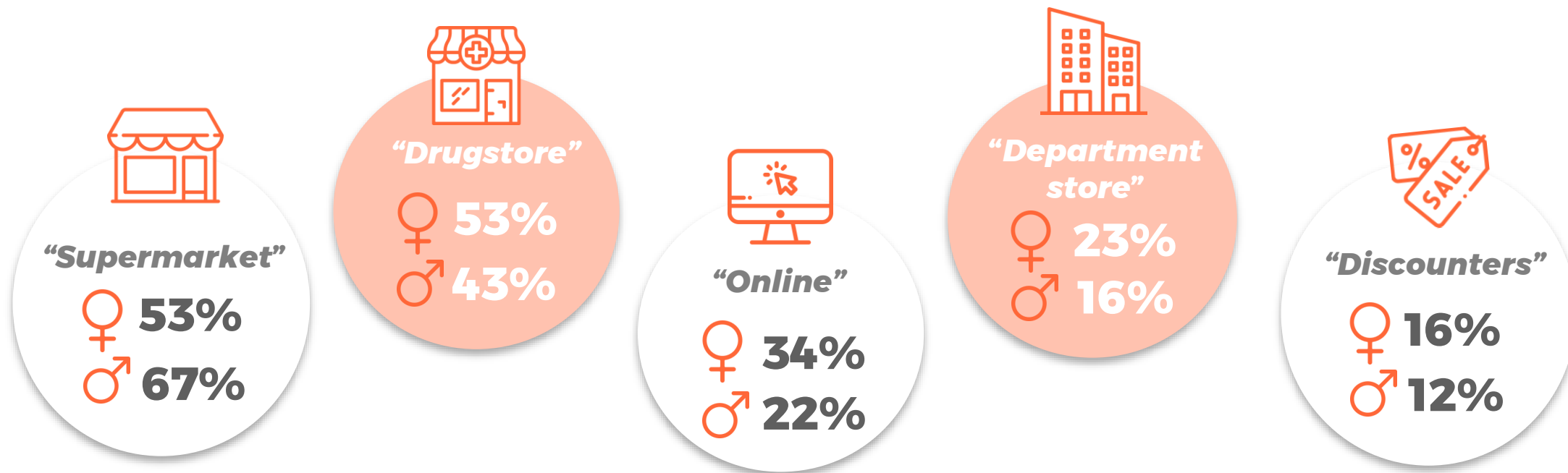
WHAT DO YOU BASE YOUR PURCHASE ON?





## SHOPPING CHANNELS AND LOYALTY






















About **67%** of men buy their skincare products in supermarkets. Women, instead, shop equally in supermarkets and drugstores (**53%**). The online channel is also gaining popularity for both genders.



**FUN FACT:** Both men and women are "somewhat loyal" to skincare brands (**54% women, 48% men**). Only about a quarter of all participants states not to be loyal to skincare products at all.

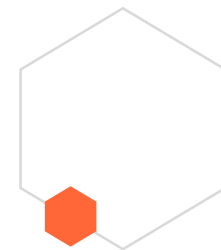


# MOST POPULAR SKINCARE BRANDS (MEN)

Netherlands	Belgium	UK	Spain	Germany	Italy	France
						
						
						

# MOST POPULAR SKINCARE BRANDS (WOMEN)

Netherlands	Belgium	UK	Spain	Germany	Italy	France
						
L'ORÉAL	 GARNIER		L'ORÉAL		L'ORÉAL	Avène
	L'ORÉAL	CLINIQUE			OLAZ	BIODERMA LABORATOIRE DERMATOLOGIQUE



# MOST POPULAR LIP BALM BRANDS (MEN & WOMEN AGGREGATED)

Netherlands	Belgium	UK	Spain	Germany	Italy	France
						
						 YVES ROCHER
						

\*IN SOME COUNTRIES NIVEA IS SOLD AS LABELLO



# MOST POPULAR MAKEUP REMOVER BRANDS (WOMEN)

Netherlands	Belgium	UK	Spain	Germany	Italy	France
NIVEA	NIVEA	Simple <sup>®</sup>	GARNIER	NIVEA	GARNIER	NIVEA
GARNIER	GARNIER	NIVEA	NIVEA	bebe <sup>®</sup>	NIVEA	BIODERMA LABORATOIRE DERMATOLOGIQUE
Private label	L'ORÉAL	GARNIER	Private label	GARNIER	L'ORÉAL	L'ORÉAL



## CROWDSOURCING SOLUTIONS FOR FIELD MARKETING

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The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during the month of December 2019. The purpose was to determine the crowd's purchasing practices when it comes to Facial Skincare products. The findings take into account data collected from **6.613** respondents, located in Italy, France, Spain, UK, Belgium, The Netherlands and Germany.

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Would you like to receive more information?

Contact us at [press@roamler.com](mailto:press@roamler.com)

[www.roamler.com](http://www.roamler.com)

