

Tuesday, 3 March 2020

Over 1 million Millennial men use skin care

New research from Roy Morgan into the skincare habits of Millennials shows women still dominating the core skincare market but a greater proportion of Millennial men are using and buying skincare products than ever before.

There are now over 2.1 million Millennial women (69% of Millennial women) and just over 1 million Millennial men (34% of Millennial men) who both use skincare products and also buy some type of skincare product in an average six months.

Roy Morgan CEO Michele Levine highlights the importance of attracting younger consumers to your brand when they haven't yet settled on a favourite: *"Attracting Millennial consumers is vital for skincare brands looking to grow their market share. Analysis of the market shows nearly a third of Millennial women are choosing non-major brands for their facial moisturiser and facial cleansing – rates that are significantly higher than the overall market and also their male counterparts of the same age."*

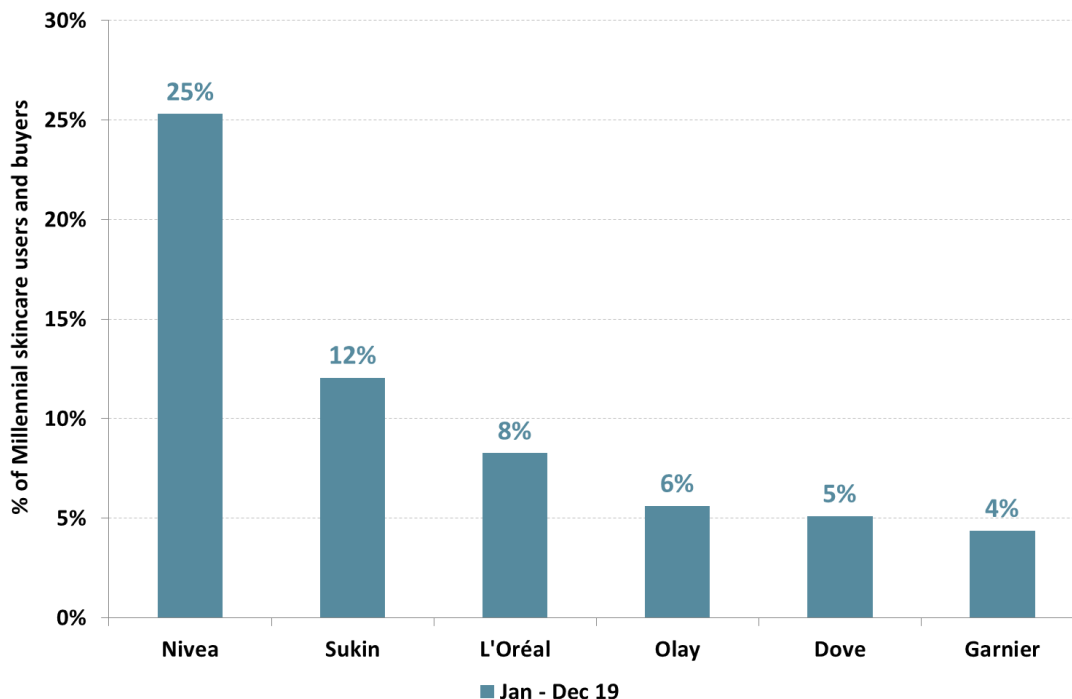
Which of the mega skincare brands are winning and losing with Millennials?

Nivea is the clear market leader reaching 25% of the core Millennial skincare market, about double its nearest rival Sukin on 12%. Other well-known skincare brands include L'Oreal (8%), Olay (6%), Dove (5%) and Garnier (4%).

Roy Morgan CEO Levine notes that *"In a competitive retail landscape those brands such as Nivea and Sukin that are attracting the next generation of consumers are in the strongest position to pursue growth."*

"The trend for Millennials to choose independent and niche brands for their skincare products represents a significant challenge for the major brands and some are handling the test better than others. Nivea retains a significant lead as the major skincare brand for Millennials and proves that meeting the needs of young consumers can certainly pay off for the major brands despite the increasing competition."

Leading skincare brands for core Millennial skincare users



Source: Roy Morgan Single Source, January – December 2019, n=1,037.

Base: Millennials aged 18-35yrs old who use skincare products and buy skincare products in an average six months.

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About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
1,000	±3.0	±2.7	±1.9	±1.3
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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