



Physician-Dispensed Skin Care: Perception and Satisfaction Survey

Base Year: 2022

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7th edition

Regional Coverage: United States

Augmenting 20 years of extensive coverage of the professional skin care market, Kline is pleased to announce our seventh edition of an independent research survey to help marketers pinpoint what their doctor and physician-dispensed skin care clients value the most when it comes to the brands they use and offer to their patients.

SCOPE


- › Physician types
 - Dermatologists
 - Plastic surgeons
 - Medical spas
 - › Evolution of scores from 2015 to 2022 on key attributes ranked based on importance to physicians with scores of their leading brands' performance
 - › Focus on the importance of sustainability for dispensing physicians
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Results from the survey are delivered in a PowerPoint presentation. Below are details of how the survey is reported.

Methodology

Key findings

The business of skin care

This report section will provide a perspective on the evolution of the professional skin care business today compared to the last five years. It will show how the dispensing model has changed due to the pandemic (more doctors selling through e-shops) and the importance of digital tools.

What matters most?

This section will show how the importance ratings have changed for all key attributes since 2015. Importance ratings are critical as physicians decide to use/offer a professional skin care brand based on the overall importance score. These attributes are listed in Table 2.

Who performs best?

This report section shows a close-up look at the performance of the top professional skin care brands, rated against the attributes, as shown in Table 3.



Table 1. SKIN CARE PROFESSIONALS

Dermatologists' office
Plastic surgeons' office
Medical spas

Table 2: LIST OF IMPORTANCE AND SATISFACTION ATTRIBUTES

Training and education
Marketing
Product portfolio and innovation
Order-to-delivery and customer service
Price and value-added services

Table 3: PROFESSIONAL MEDICAL CARE PROVIDER BRANDS RATED

Alastin
Avene
Biopelle
EltaMD
Glytone
Obagi
PCA Skin
Revision Skincare
SkinMedica
SkinCeuticals
ZO Skin Health

REPORT BENEFITS

This report assists professional skin care marketers in identifying opportunities and shortfalls that require focus, as well as establishing near- and long-term strategies. This report helps subscribers to:

Learn how importance and performance scores have evolved over time

Identify the importance of digital assets and sustainability to physicians

Prioritize efforts for future initiatives by physician type

METHODOLOGY

This study is a nationwide, multi-mode telephone and web-based structured survey. The estimated number of responses for this service is approximately 250 skin care professionals, based on a statistically valid sample of the population. Our research engages experts across all pertinent disciplines as follows:

- Aestheticians
- Cosmetic plastic surgeons
- Dermatologists
- Office managers/who make buying decisions

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Americas

+1-973-435-3407

Brazil

+55-11-3079-0792

China

+86-21 6012-6500

Dubai

+971-4-214-9892

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277