# The Professional Skin Care Consumer: Attitudes and Behaviors Survey

**Base Year: 2022**

**Published: November 2022**

**3rd edition**

Kline's third edition of an independent survey helps marketers understand the consumer behavior in the dynamic physician-dispensed channel, as it relates to visiting a professional outlet for aesthetic procedures and purchasing skin care products. We look at consumers' experience with emerging outlets such as brand-exclusive outlets and medi-spa chains, what take-home products they are pairing with in-office treatments, where consumers are replenishing their skin care products, and what decisions they have had to make as a result of price increases on products, if any.

**Regional Coverage:**
- United States

## SCOPE

- Skin care consumer
  - Aesthetic practitioner-goers (including dermatologists, plastic surgeons, and medi-spas)
- Key attributes measured
  - Services of greatest importance
  - Product purchase and replenishment
  - Changes in skin care concerns
  - Impact of inflation on purchases
  - Future intentions/priorities
- Sample size
  - 500 consumers who go to aesthetic practitioners (including dermatologists, plastic surgeons, and medi-spas) and/or who purchase professional skin care products

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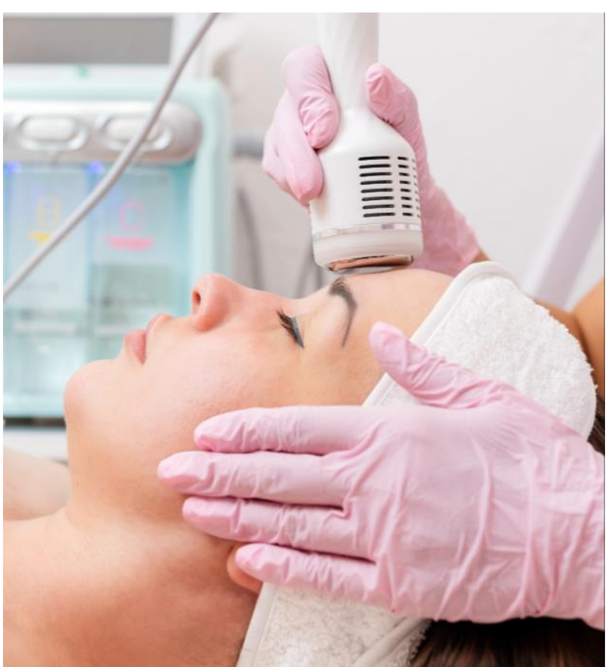
## Introduction

## Key Takeaways and Opportunities

This section highlights key findings from the survey and the implications that they will have on services and product purchases in the near and long terms.

## Skin Concerns and Procedure Experience

This section explores consumers' spending habits on non-invasive aesthetic procedures, procedure experience in the last 12 months and future plans, and past and current skin concerns.



## Product Experience

The product experience section unveils how many products are in their essential beauty bag, what products they currently use and plan to use in the future, what products they use for pre- and post-procedures, and what professional and non-professional brands are used.

## Shopping Preferences

This report section identifies purchase channels for professional skin care as well as purchase frequency.

## Influencing Factors

Lastly, we understand what and who influences education about professional skin care and what motivates them to purchase products.

| TABLE 1. GOALS OF SURVEY |
|---|
| Product usage |
| Shopping outlet preferences |
| Influencing factors behind product purchase |
| Skin concerns |
| Procedure experience |
| Spending habits |
| Brand awareness |
| Future intentions |

# REPORT BENEFITS

This report shows how the general direction of consumer intentions regarding visits to professional outlets for services, as well as product purchases, may impact the sales of marketers in the near and long terms. It also helps subscribers:

- Understand consumers' current and future skin care needs
- Prioritize efforts for future initiatives
- Identify which services consumers are prioritizing and the unmet needs that they have for skin care

# METHODOLOGY

This study is a nationwide, Internet-based, structured survey. The estimated number of responses for this service is 500 professional skin care consumers, based on a statistically valid sample of the population. Our research engages consumers that visit physicians (dermatologists, plastic surgeons, medical spas, and other physicians).

A structured online survey of 500 professional skin care treatments/products users will be completed with a nationally representative sample of consumers in the United States. The panel will consist of women who have received a skin care service or purchased a skin care product through a professional outlet or the Internet within 18 months of taking our survey. Significant survey results will be shown by age groups.

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