Professional Skin Care: U.S. Consumer Mindset Survey Amid COVID-19

Base Year: 2020

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2nd edition

Regional Coverage:
- United States

Augmenting 17+ years of extensive reporting on the professional skin care market, Kline announces our second edition of an independent survey to help marketers monitor changes in consumer behavior and attitudes about going to professional outlets in the near and long term. The survey will help marketers prepare for what types of products and services are the highest priorities amid the current pandemic as well as post-COVID habits that may be maintained.

SCOPE

- Skin care consumer types
  - Spa- and salon-goers
  - Aesthetic practitioner-goers (including dermatologists, plastic surgeons, and medi-spas)
- Impact of COVID-19 on consumers' intent to return to professional outlets for services as well as make purchasing decisions for skin care products
  - Future intentions
- Key attributes to be measured
  - Sanitation and health measures
  - Services of greatest importance
  - Product purchase and replenishment
  - Future intentions/priorities
- Sample size
  - 250 spa- and salon-goers
  - 250 aesthetic practitioner-goers (including dermatologists, plastic surgeons, and medi-spas)

TABLE OF CONTENTS

Introduction

Key Findings

This report section will highlight key findings from the survey and the implications they will have on services and product purchases. Findings will be shown collectively as well as by consumer type (listed in Table 1).

What Matters Most?

This section will reveal exactly how important specific attributes are in the professional skin care consumer's decision to seek skin care services and purchase products through professional outlets.

We will discover if new product purchasing habits have been established and if they will be maintained post-pandemic.

Impact of COVID-19

This section will provide information on what products/treatments consumers are prioritizing now and in the future. It will also cover whether consumers are willing to have these services and/or consultations virtually or in-person.

Table 1. CONSUMER TYPE
Spa consumer
Aesthetic physician-consumer (including dermatologists, plastic surgeons, and medi-spas)

Table 2. AREAS OF EXPLORATION
Consumer intent to visit professional outlets
Telemed/aesthetic consultations
Product/service preferences/priorities
Online discovery
Spending levels near and long term
Channel preferences (online vs. physical outlets)

REPORT BENEFITS

This report will show 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 term. It will also help subscribers:

- Understand the factors that consumers consider when booking an appointment at a professional outlet during the COVID-19 pandemic
- Prioritize efforts for future initiatives by consumer type
- Identify which services consumers are willing to have during the pandemic and how consumers plan to keep up with their skin care regimens

METHODOLOGY

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

A structured online survey of 500 professional skin care treatments/products users (250 spa-goers and 250 aesthetic physician-goers) will be completed with a nationally representative sample of consumers in the United States. Of the total sample, 80% will consist of women and 20% men who must have received a skin care service or purchased a skin care product through a professional outlet within one year of taking our survey.

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