

More Than Skin Deep

An In-Depth Review of Skincare
Insights from Indonesian Women
Across 400+ Locations





Real insights from
thousands of qualified
and verified consumers
in **400+** locations

First Party Data. Powered by Consent.

Frequency of Purchase



18-24 year olds are 50% more likely than any other age cohort to buy 4 or more times a month.

46%

23%

- once a month
- 2-3 times a month
- once in 2 months
- once in 3-5 months
- 4+ times a month
- once in 6-12 months

Purchase Channels



Gen Zs and Millennials purchase from online marketplaces and e-commerce websites.

31%

31%

20%

- E-commerce Website
- Marketplace
- Minimarket
- Official Counter
- Instagram Shop
- Beauty Clinic
- Dermatologist

Online Skincare Marketplaces



17% of consumers buy day creams from Lazada.

16%

15%

51%

- Lazada
- Sociolla
- Matahari Mall
- Sephora
- Blibli
- Others
- Prefer to buy in-store

Consumer Needs



76.8% of those aged 18-24 buy facial cleansers or moisturizers the most.

36%

34%

- Moisturizer
- Facial cleanser
- Night cream
- Day cream
- Toner

Spending Behavior



23% of 35-39 year olds spent 301,000-500,000 Rp on their last skincare purchase

49%

26%

17%

- 100,000 - 300,000 Rp
- Less than 100,000 Rp
- 301,000 - 500,000 Rp
- 501,000 - 700,000 Rp
- More than 701,000 Rp

Digital Payments



Brands can benefit from offering multiple payment channels to their customers.

7%

6%

4%

- Dana
- Shopee Pay
- Gopay
- Ovo
- LinkAja
- Other
- Do not use any digital wallet

Know Your **Exact** Target Audience.



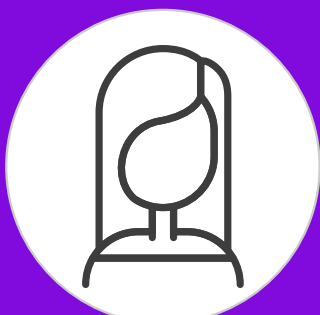
18-24 years old
The future of skincare is IG-worthy.

Instagram shops that sell skincare products may see more purchases from the 18-24 age group.



25-29 years old
There's room for more on their beauty shelf.

A significant portion of the 25-29 age group purchase skincare products more than 2-3 times a month compared to the majority of consumers across age groups that purchase once a month.



35-44 years old
Beauty experiences are key to unlocking consumer affinity.

While dermatologists and beauty clinics are the least popular sources for skincare products, they still get a slice of the skincare market from the 35 to 44 age group.



50+ years old
The pleasure of shopping in-store remains intact.

Official brand counters and minimarkets, may get more sales from customers over 50 years old.

Where do they buy their skincare products?

	Dermatology	Beauty Clinic	Official Counter	Marketplace	Minimarket	E-Commerce Website	Instagram Shop
18-24	1.0%	6.0%	10.2%	26.6%	23.0%	34.0%	10.5%
25-29	2.1%	6.0%	9.0%	36.9%	16.6%	35.1%	4.6%
30-34	1.6%	9.3%	12.9%	34.9%	17.5%	24.0%	7.5%
35-39	6.4%	9.6%	13.3%	33.0%	13.3%	27.5%	4.1%
40-44	6.9%	13.8%	15.2%	23.4%	19.3%	13.8%	9.0%
45-49	2.0%	12.2%	14.3%	40.8%	20.4%	12.2%	2.0%
50+	0.0%	11.4%	25.7%	22.9%	25.7%	17.1%	5.7%

What consumer data can you gather to drive business growth?



Consumer Identity



Survey Questions



Book your demo