



Anti-Aging Skincare Category – A Deep-Dive in the US Market

CLIENT

**A leading global CPG
company (based in the US)**

INDUSTRY

**Beauty and
Personal Care**



STUDY OBJECTIVE

A leading CPG company wanted to understand the anti-aging beauty products space from a consumer point-of-view (POV).

The aim of the study was to conduct an extensive thematic analysis to assess customer concerns, preferences and other consideration factors around anti-aging as a beauty products category.

RESEARCH PROCESS



- Conducted research to understand the anti-aging industry including market products, treatments, problems & DIYers
- Built a framework to understand and gather conversations around the anti-aging category
- Taxonomy and ontology creation along with advanced Boolean logic queries to capture relevant conversations
- Filtered "noise" / eliminated junk (removing dead links, unwanted data)
- Data slicing & dicing using custom filters/sub queries to arrive at different themes & sentiment trends



METHODOLOGY

Social Media Analytics

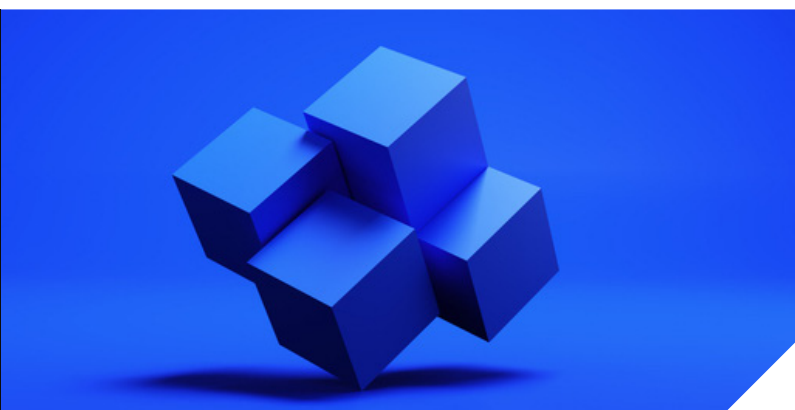
Data aggregation timeframe: 1st Jan, 2019 – 10th Feb, 2020

RESULTS: EXAMPLES OF INSIGHTS



- **Concerns:** Wrinkles, fine lines and age spots are the top aging concerns in the US
- **Treatments:** Skin creams, Microneedling, derma filler, and chemical peel are popular recommended treatments by skin experts
- **Ingredients:** Positive associations with natural ingredients as compared to chemical ingredients
 - #natural skincare or #organicskincare trending in association with anti-aging (promoted by a brand)
- **Effectiveness and pricing:** Anti-aging products such as skin creams, concealer and other expert skin treatment options for aging are considered as effective and affordable
- **Consideration factors:** Waterproof, smudge-proof, moisture content and sun protection are key factors considered when buying anti-aging products

BUSINESS IMPACT



This Anti-aging Skincare Category Analysis helped the CPG company acquire:

- Information about upcoming trends, such as the growing preference for natural ingredients
- Product innovation insights
- Actionable inputs for upcoming marketing campaigns

Price, Product Types, and Chemical Content were the top topics discussed, followed by Effectiveness and Natural Ingredients

Attribute	Number of Reviews
Price	207,293
Products Types	113,046
Chemical Content	96,967
Effectiveness	93,778
Natural Ingredients	49,055
Treatments	5,276
Devices	657



- Anti-aging products considered as a less expensive option as compared to the clinical treatments
- Creams and serums perceived to be an affordable and most effective choice to fight aging and considered to be worth the money product



Price

"You get what you pay for and couldn't be any more true with the product. The anti-aging kit is worth every penny. I've been told by all my friends and family that I literally look almost 10 years younger now."



*Data Sources include publicly available data in NetBase: Twitter, Forums, Blogs, Instagram, Comments, Consumer reviews

SNAPSHOTS OF CONTENT FEED AND DASHBOARD

Price, Product Types, and Chemical Content were the top topics discussed, followed by Effectiveness and Natural Ingredients

'WATERPROOF' WAS THE MAJOR FACTOR CONSIDERED WHILE USING SUCH PRODUCTS, FOLLOWED BY 'SMUDGE-PROOF'

- Waterproof, smudge proof, cruelty free and chemical free were the major factors considered while using anti-aging products
- Moisturizer, concealer, lotions, serums and makeup were the top discussed product types for anti-aging



Product Types

"swollen eyes from crying 13 remedies for puffy red or dry eyes . bye bye under eye full coverage waterproof anti aging concealer . eye brown free vector graphic on pixabay"

"Superior sun protection, elegant feel, dry not sticky touch, screw-on cap is great for purse or bag, 3 oz. TSA travel friendly, plays well with makeup, great texture is thick & creamy not runny & messy, never greasy & shiny, this list keeps going!"

"This cream goes the perfect by blurring imperfections. The anti-aging ingredients reduce the appearance of fine lines & wrinkles. This product is preservative-free as there is no paraben, Gluten, Nano, Lanolin, and Zinc."

Product Types Volume: 113, 046



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*Does not include private data sources, such as Snapchat, WhatsApp, etc.

HIGH DEMAND AND PREFERENCE FOR PRODUCTS THAT ARE CHEMICAL-FREE AND CONTAIN ORGANIC INGREDIENTS

- Retinol, Selenium, Vitamin C and Hyaluronic Acid are the top discussed ingredients due to their various benefits
- Products containing natural ingredients are preferred over chemical ingredients



Chemical Content

"Vitamins In Skincare Vitamins in skincare products that are good for your skin. 1. Vitamin A (Retinol) Retinol is one of the best anti-aging ingredients. It can reduce wrinkles and firm your skin."

"And it's got hyaluronic acid in it – one of my favorite skincare ingredients! Image Skincare Vital C Hydrating Anti-Aging Serum // Vitamin C is a wonderful antioxidant to add into your skincare routine!"

"Selenium is an important part of any healthy diet. Selenium is a great antioxidant with anti-aging properties. Another of selenium's many benefits is protecting your skin from harmful sun damage."

Chemical Content Volume: 96,967



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ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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