



# Sales and Consumer Trends in Skincare

*Mike Galaburda; NielsenIQ*

*Brandon McTeer; NielsenIQ*

*Tara James; NielsenIQ*

*Anna Mayo; NielsenIQ*

---

## Introduction of research

NielsenIQ leverages proprietary omnichannel measurement methodologies to understand sales, share, and consumer behaviors across a broad and deep set of channels and retailers. By capturing product information down to the ingredient level, NielsenIQ has the unique ability to understand the numbers behind point of sale, as well as many of the consumer levers driving decisions. NielsenIQ regularly tracks and reports data and insights across a wide range of Beauty categories.

## Body

Over the past few years, there has been a large amount of disruption in the category, including supply chain issues, inflationary pressures, channel shifting, and the constant influence of emerging trends driven by culture as well as product innovation. As social media and young influencers continue to dictate the zeitgeist, decisions at shelf very much tell a story of functional/beauty benefits defined by both what is and what is not in your products.

## Conclusion

Beauty sales remain resilient, but there will always be a need to understand what's selling in order to inform business strategy and innovation. The ability to understand product attributes at a granular level is critical to uncovering whitespace and staying ahead of the curve.

## References

---

NielsenIQ OmniShopper Panel

NielsenIQ Scantrack

LabelInsight Trending Attributes



### About the speaker



Mike Galaburda is an Account Director at NielsenIQ, a consumer and market intelligence company that empowers business decisions via tools and services focused on deep and fast insights. He works with CPG manufacturers big and small to help diagnose business issues and resolve them through cutting edge-technology built upon comprehensive data sets. Prior to NielsenIQ, Mike worked in creative advertising, staying on top of cultural trends, and translating product benefits into resonant storytelling across all mediums. Mike has a passion for working with brands to unlock sales growth and deliver positive consumer experiences.