

2025

SKINCARE

INDUSTRY

TRENDS

Consumers today are increasingly conscious of what they put on their skin, seeking out products that not only enhance their appearance, but also protect skin health and resilience over time. This shift in consumer values creates new opportunities for beauty brands to innovate, evolve, and cater to their changing demands.

Several key trends are emerging in 2025 as a result. Not only have consumers made [health & wellness a top priority for skincare](#), but price, convenience, and personalization are also highly considered. These factors are reflected in the rise of skinification, where skincare principles are seamlessly integrated into makeup, and the growing “pro-aging” movement, where brands are shifting to prioritize more age-supportive solutions. Similarly, culturally influenced beauty practices like J-Beauty and A-Beauty are gaining momentum, emphasizing holistic skincare rituals and innovative, ingredient-focused solutions. Technology is also playing a transformative role, enabling brands to offer tailored beauty tech solutions that cater to individual skincare needs, empowering consumers to take control of their routine. Combined with the growing impact of social commerce and medical influencers, the skincare industry is more dynamic than ever.

Beauty brands must be prepared to align with the changing demands of today’s consumers. This means investing in transparent marketing, communicating the benefits of clean ingredients, and offering products that not only deliver results but also prioritize long-term skin health. Staying relevant requires constant innovation, as consumers continue to seek [simplicity and convenience](#) without sacrificing quality. Those who adapt to these shifts by offering authentic, results-driven products will be well-positioned for success in an increasingly competitive, crowded industry.

We dive deeper into these top 2025 skincare industry trends below.

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Rooted in the [clean beauty trend from 2024](#), skinification represents an industrial shift towards beauty that not only enhances appearance but also promotes overall health and wellness. Over [half of US beauty consumers](#) state they are seeking out beauty solutions that seamlessly integrate their makeup and skincare into one step, and forward-thinking brands are stepping up to meet this demand. [Tinted moisturizers and serum foundations](#) exemplify this transformation, combining standard formulas with active, healthy ingredients like vitamin C or SPF to offer an intuitive fusion of makeup and skincare.

Innovative skincare brands are reinventing what it means to do more with less. Products like the [Thank You Farmer Rice Toner](#) work as a toner, serum, and moisturizer, offering a streamlined solution for your makeup routine. Consumers are opting for simplicity and convenience in their skincare, particularly favoring [multi-use, “one-and-done” products](#) that tackle several problem areas at once.

Looking into 2025, the skinification trend is extending beyond skincare and moving into haircare. Products like scalp serums and exfoliators are gaining popularity by integrating ingredients found in skincare to address and prevent common issues like dryness, irritation, or thinning hair. For example, [Paul Mitchell’s Clean Beauty Scalp Care Serum](#) offers similar benefits to a soothing facial serum, like hydration and brightness, underscoring this overlap caused by the skinification trend.

As clean beauty products continue to gain traction—[projected to increase 12% by 2027](#)—the skinification movement reflects a customer behavioral shift from temporary quick fixes to long-term wellness. This emerging trend will redefine the standardized makeup and skincare routine for a healthier, more simplistic approach to self-care.



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SOURCE

2 REDEFINING BEAUTY STANDARDS WITH PRO-AGING

The [beauty industry](#) is witnessing a historical shift away from the traditional "anti-aging" narrative to a more empowering concept — "pro-aging." Anti-aging treatments have always focused on reversing or concealing signs of aging, targeting deep layers of the skin with invasive correctional procedures. While effective for some, these methods are overly aggressive and are beginning to lose their appeal with younger generations.

The shift to pro-aging solutions highlights the beauty in the natural aging process. Rather than overwhelming your skin with intrusive treatments, incorporating moisture-rich products, using proper sun protection, and making healthy lifestyle changes can help enhance your complexion and support your skin health through every stage of life. This reflects a broader shift in consumer values toward natural beauty, and modern skincare technology has led the evolution from [correctional medical treatments to proactive, balanced solutions](#).

This transition has inspired beauty brands to reimagine how they connect with consumers regarding their age. Messaging that once relied on fear-based tactics and false promises is now shifting to embrace the confidence and beauty that come with maturity. The pro-aging movement represents a [deep cultural realignment](#) in how modern beauty standards about age are defined.

Brands embracing the pro-aging movement are also seeing great results. [Laura Geller's "Own Your Age" campaign](#), for example, has achieved remarkable success by celebrating women in their 50s and up, leading to a [105% year-over-year growth](#) in their media impact value. Less than [5% of beauty brands target Gen Xers](#), so there is a clear opportunity for innovative brands to lead the evolution in redefining what it means to naturally and confidently age.

The shift from anti-aging to pro-aging signifies a fundamental change in how beauty brands approach skin health and wellness. Rather than focusing on harsh reversal, consumers are embracing solutions that promote the skin's natural beauty over time. As this trend continues, brands that deliver holistic, proactive solutions and encourage consumers to celebrate their age will not only resonate more with today's empowered, conscious consumers but also help realign beauty standards for future generations.



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[SOURCE](#)

3 PROFESSIONAL TREATMENT FROM THE COMFORT OF YOUR HOME

Selfcare is going high-tech, and it's happening right in our own homes. The rise of at-home beauty devices, like [facial cleansing devices and LED therapy face masks](#), has redefined what it means to take care of your skin, offering professional-level skincare treatments without ever stepping foot into a clinic. These innovative tools empower consumers to care for their skin on their own schedule. Offering both [convenience and long-term cost savings](#), the surging demand for these at-home devices reflects a larger shift in consumer priorities for more flexibility and control over their daily routine.



The rise in at-home beauty stemmed from the changes in consumer behavior during and after the pandemic, when many consumers turned to [creative DIY solutions](#) to maintain consistency despite the circumstances. Now, innovative beauty brands are stepping up to align with the new at-home market. Tools like laser spot treatment and LED light therapy masks are relatively inexpensive devices that cater to a wide range of skincare needs, making these [high-tech solutions accessible to a broader audience](#). By integrating professional-level treatment into everyday skincare, these devices offer consumers both convenience and effective, tangible results.



The growing popularity of these devices signals a new era for beauty tech, with the market projected to [grow over 20%](#) in upcoming years. As more and more consumers seek out convenient at-home solutions, beauty brands are given an opportunity to innovate and expand into this relatively untapped market.



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[SOURCE](#)

4 A-BEAUTY & CHANGING CULTURAL STANDARDS

Beauty is more globalized than ever as consumers embrace cosmetic traditions from around the world. Korean Beauty (K-Beauty) and Japanese Beauty (J-Beauty) have led the market with their innovative beauty tech and unique approach to skincare. Now, African Beauty (A-Beauty) is gaining international buzz for its emphasis on natural, effective ingredients and holistic skincare rituals.

A-Beauty products feature nutrient-rich, indigenous ingredients like shea butter or baobab oil, offering powerful benefits such as deep moisturization and long-term skin rejuvenation. One exemplifying A-beauty brand, Uzari, offers a “skincare ritual box” with an exfoliant made from [African black soap and an African net sponge loofah](#). Uzari’s skincare bundle emphasizes the use of natural ingredients and long-honored beauty rituals from Africa to provide a holistic skincare experience for all consumers. Combining innovation with tradition, A-beauty products focus on delivering high-quality skin care solutions that are natural, sustainable, and effective, making it a new favorite among ingredient-conscious consumers.

While K-Beauty and J-Beauty are established global powerhouses with billion-dollar markets, A-Beauty is on the rise and [expected to experience an annual growth rate of over 5%](#) the next few years. Together, these culturally influenced beauty trends are redefining the global beauty standard and embody an industrial shift toward cultural inclusivity, sustainability, and innovation.



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5 MEDICAL INFLUENCERS TAKE OVER SOCIAL MEDIA

As consumers today grow more conscious of what goes into their skincare products, they are likely to turn to the opinions of trusted experts to know what's best for them. Medical professionals, particularly dermatologists, are taking to online platforms like TikTok and Instagram to share free, science-backed advice, helping consumers make more informed decisions about their skincare.

A recent, notable example is [Clinique's "Derm Creator Council."](#) This group of expert dermatologists not only assists in the development of Clinique's content strategy, but they also act as the [representative face of their social media](#), providing educational, engaging, and authentic content. Young consumers today [often turn to online platforms for skincare advice](#), which can easily lead them to be misinformed. Clinique's derm experts are just one example of how medical professionals on social media can ensure that accurate, credible content is readily shared and accessible for consumers when needed.

Medical influencers have an opportunity to make skincare education more accessible for all. With a deep understanding of skin health and protection, medical influencers help to [separate fact from fiction](#). In an industry often driven by buzzwords and false promises. As more consumers turn to the guidance of online professionals, the influence of these experts will grow, pushing the industry toward greater transparency and accountability.



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6 SOCIAL COMMERCE

Social commerce has emerged as a transformative force for the beauty industry, redefining how brands engage and interact with consumers. Combining the wide reach and viral nature of social media with integrated shopping features, social commerce offers a [seamless experience for users to discover and purchase products all at once](#). Popular platforms like Pinterest, YouTube, and TikTok have become digital storefronts for brands to showcase their products in engaging tutorials, reviews, and influencer endorsements. This blend of content and commerce not only drives awareness but also creates a direct path to purchase, making it more convenient than ever for consumers to find and buy the latest trending products.

TikTok Shop stands out as a leader in the social commerce market, [especially for cosmetics](#). Videos showcasing beauty products—such as “Get Ready with Me” segments or product demos—are seamlessly integrated with shoppable links, allowing users to purchase without leaving the app. Beauty brands further entice online shoppers with [exclusive discounts and time-sensitive deals](#), creating a sense of urgency that naturally drives more impulse purchases. Lastly, TikTok’s unique, hyper-personalized algorithm has the potential to turn [viral moments into major sales opportunities](#), turning relatable, everyday content into powerful marketing tools. This dynamic blend of entertainment and convenience is reshaping how brands engage with consumers, making TikTok Shop an essential player in both the social commerce landscape and the beauty industry.



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As social commerce continues to gain traction, it’s clear that the beauty industry is evolving to meet the [changing demands of the digital-savvy consumer](#). The ease of social commerce and the growing trust in influencers and content creators are driving a new, more personalized experience for consumers. For beauty brands, the challenge will be not just to keep up with this shift, but to leverage it in a way that builds long-lasting, trusting relationships with their customers.



LOOKING INTO 2025

The skincare industry today is actively shaped by consumers, who are demanding more out of their cosmetics than ever before. These evolving preferences present an opportunity for beauty brands to refine their offerings and foster deeper connections with their audiences. Consumers are now seeking products that go beyond basic skincare, [focusing on long-term benefits for both their skin and overall well-being](#).

For beauty brands, this evolution emphasizes the importance of truly understanding consumer preferences and needs. Today's consumers view skincare not just as a rigid routine but as a way to enhance confidence, protect skin health, and celebrate culture and community. Health and beauty brands that adopt a forward-thinking approach and prioritize adaptability, inclusivity, and transparency will succeed at meeting the diverse needs of consumers in 2025.

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