

Indonesia Consumer Trend on Beauty Industry 2024



MakeUp
Trend



Skincare
Trend

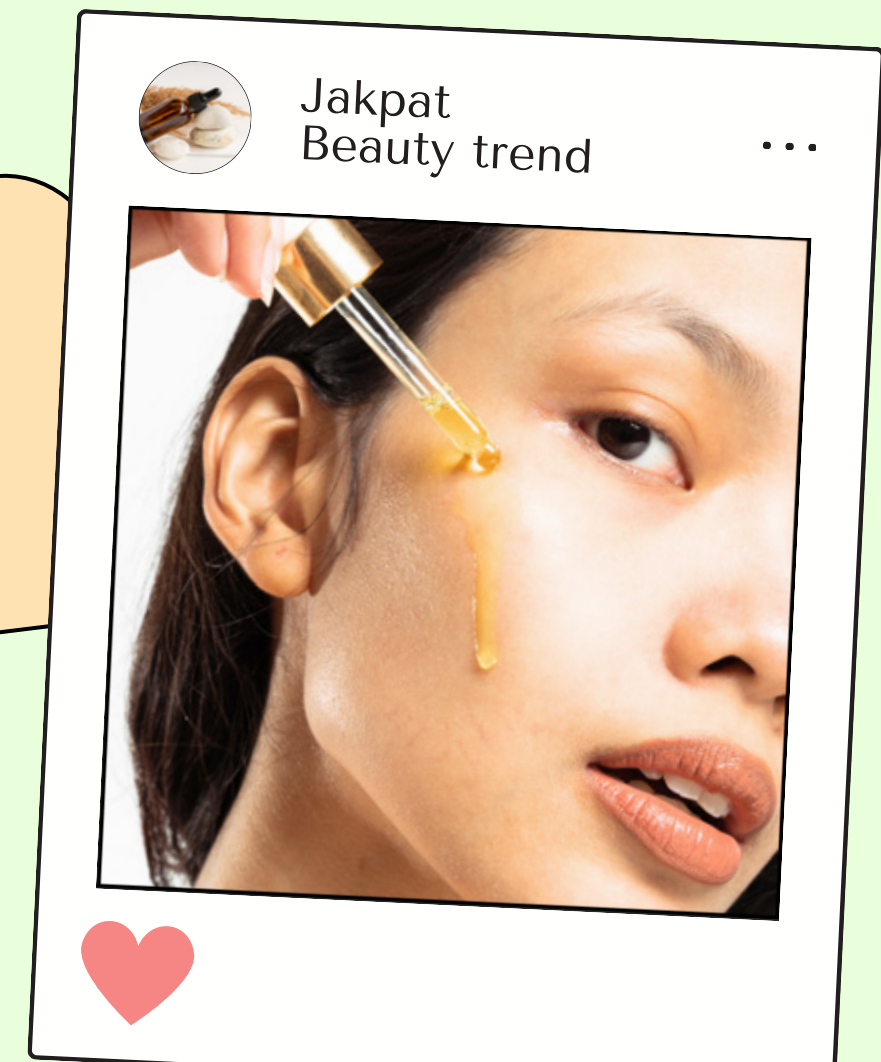
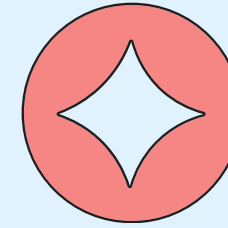
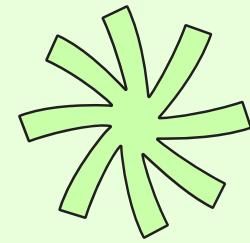


Table of Content



Page	5	Forewords	18	Keep it simple: Less products, less hassle, more benefit
	6	Survey Details	19	Men also desire glowing skin
	7	How We Conduct the Survey?	20	Women tends to be more insecure than Men on their skin condition
	8	Demographic Profile: Makeup Trends	21	Tiktok is the key channel for beauty info, especially for Gen Z and Gen X
	9	Demographic Profile: Skin Care Trend	22	Social media influencers are the key players
10		Skincare First, Makeup Next	23	Beauty enthusiasts tend to go to two channels to buy products
11		Beauty in Simplicity	24	Company's value is prominent consideration
12		Popular Makeup Product Combo	28	Appendix
13		Majority still prefer over-the-counter skincare products	31	Q n A Sessions
14		Female Popular Morning Skincare Routine		
15		Male Popular Morning Skincare Routine		
16		Female Popular Night Skincare Routine		
17		Male Popular Night Skincare Routine		





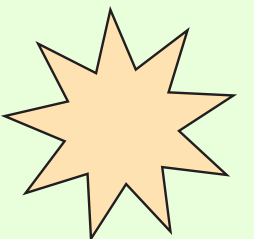
Forewords

Jakpat participated in "THE RISING 2024 INDONESIA" event held by MeasureCommerce **Trendier** on Friday, March 8th, 2024.

Our Business Development, Chrisprastika, exclusively presented a glimpse of **Indonesian consumer trends in the beauty industry** which are the summary of two Premium Reports:

"**Jakpat Beauty Trend 2022**" and "**Jakpat Beauty Trend 2023**".

Read the complete insight of what Jakpat presented at the event in this presentation document.



Survey Details

Methodology

Quantitative Study

Online survey via
Jakpat App

Data Collecting

5-7 November
2023

Sample Size

2.000+
total respondents

Makeup Trend:
1.215 respondents

Skincare Trend:
1708 respondents

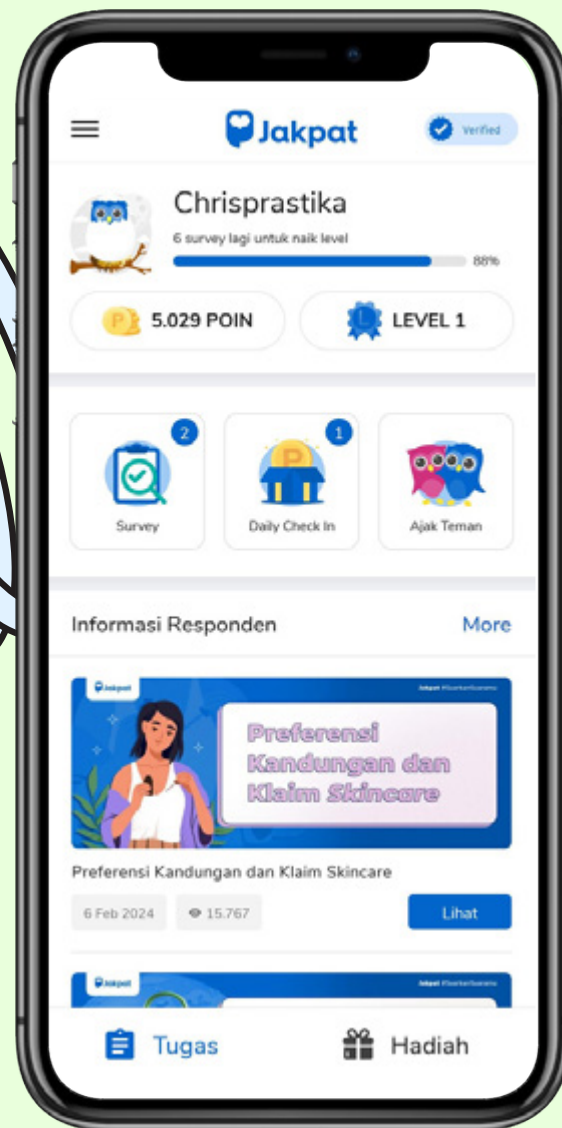
Margin of Error

Margin of error: 5%
Confidence Level: 95%

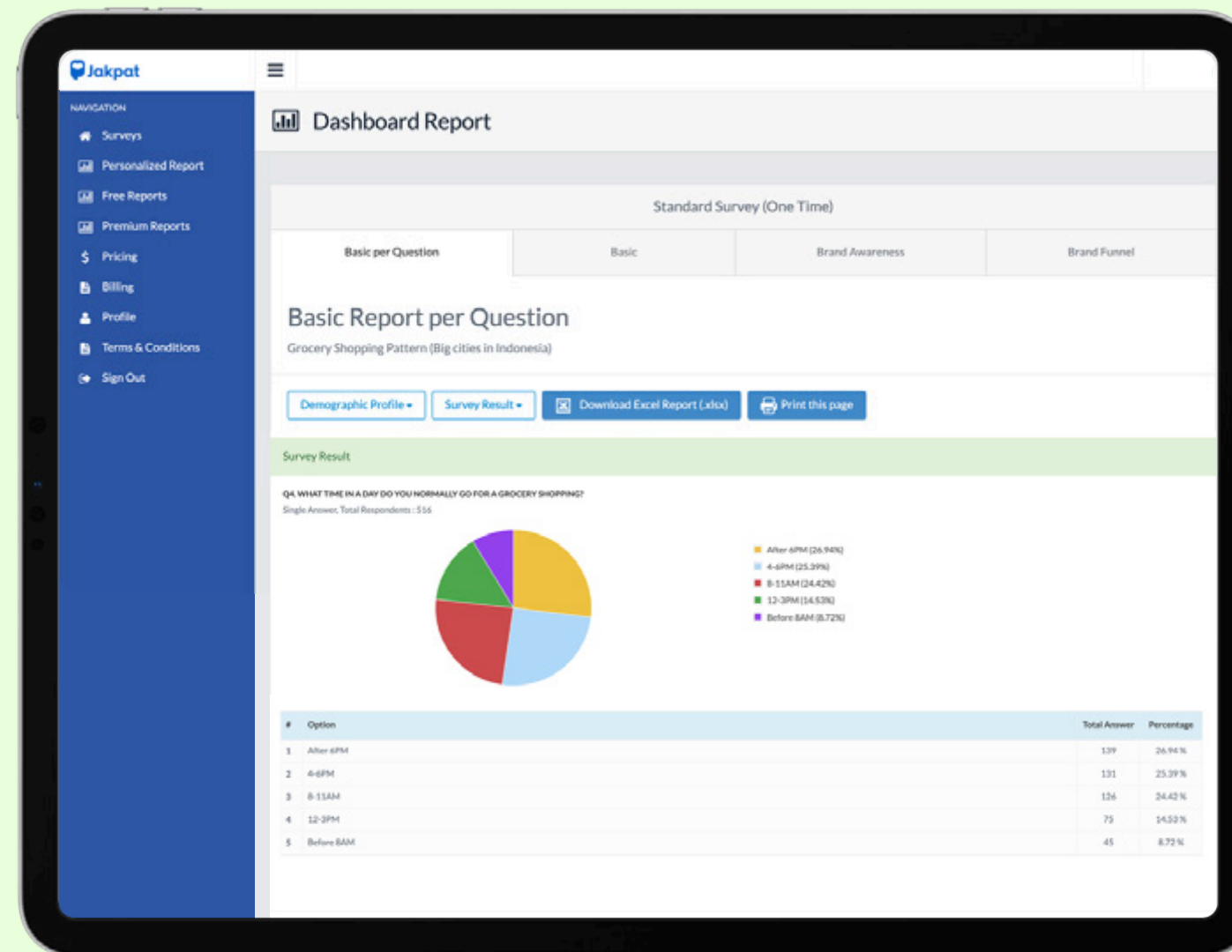


How We Conduct the Survey?

Jakpat App
For respondents



Jakpat Dashboard
For Jakpat's team/client



1 Determine the research objectives and set the questionnaires

2 Fieldwork – data collecting

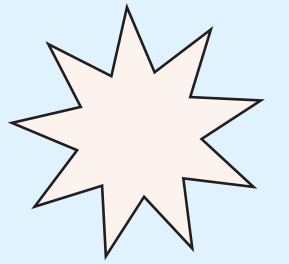
3 Data cleaning & processing

4 Reporting & analysis

5 Enjoy the insights!

Demographic Profile (Makeup Trend)

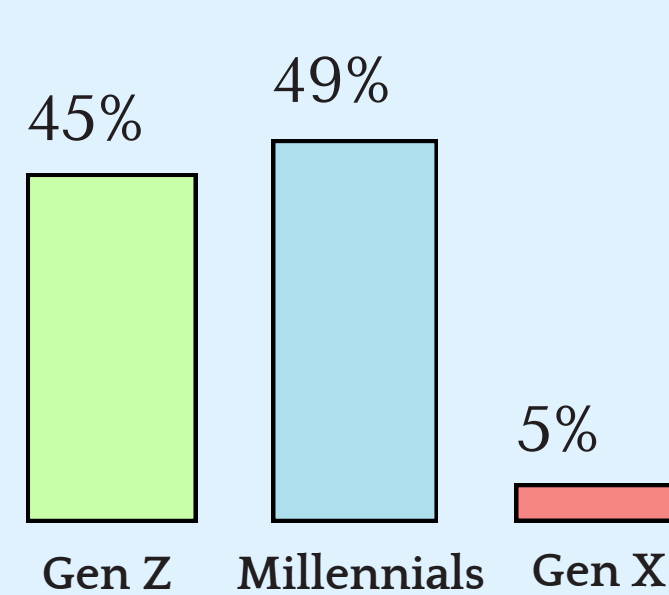
n: 1,215 respondents



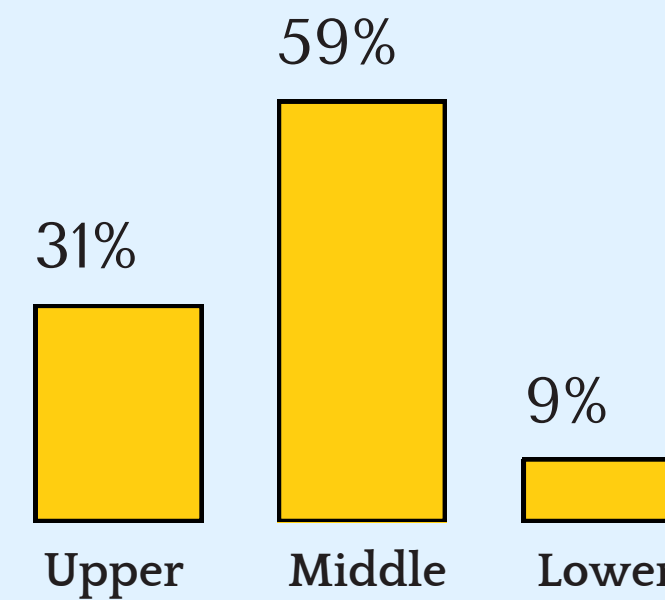
Gender



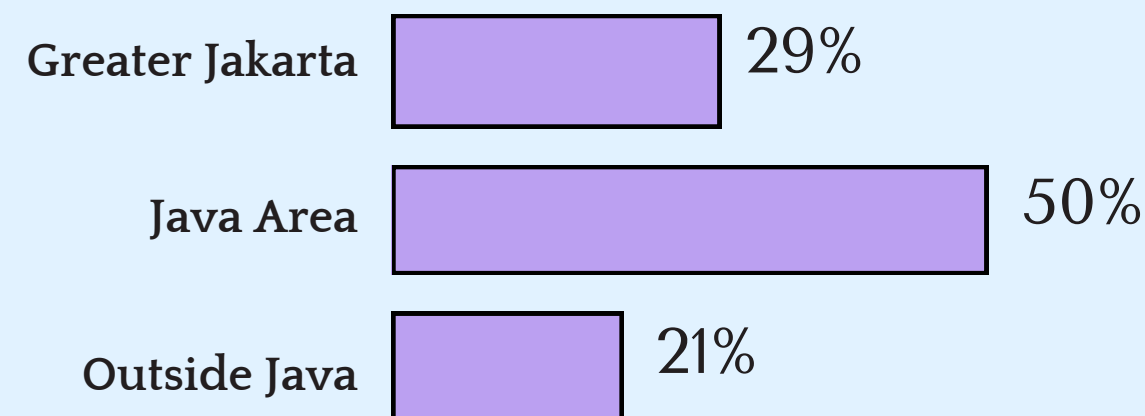
Age



SES



Area*

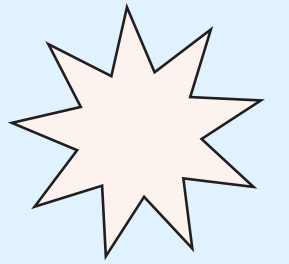


*Area

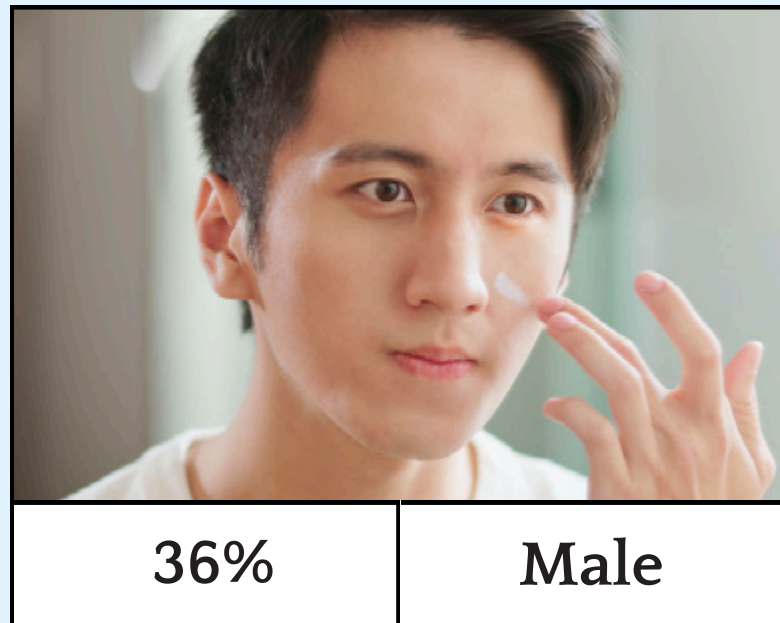
- Greater Jakarta: Jakarta Pusat, Jakarta Barat, Jakarta Selatan, Jakarta Timur, Jakarta Utara, Kota Bogor, Kota Depok, Kota Tangerang, Kota Tangerang Selatan, Kota Bekasi.
- Java area: Jawa Barat (exclude Kota Bogor, Kota Depok, Kota Bekasi), Banten (exclude Kota Tangerang, Kota Tangerang Selatan), Jawa Timur, Jawa Tengah, DI Yogyakarta.
- Outside Java: all areas in Sumatera, Kalimantan, Bali, Nusa Tenggara, Sulawesi, Maluku & Papua.

Demographic Profile (Skin Care Trend)

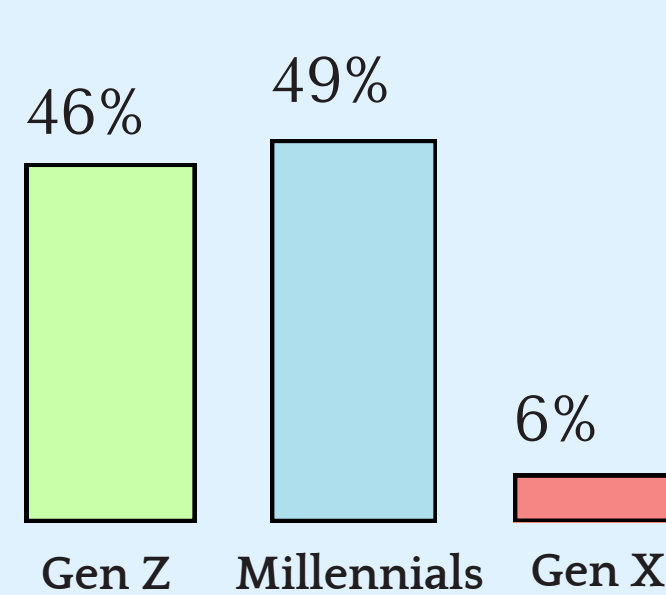
n: 1,708 respondents



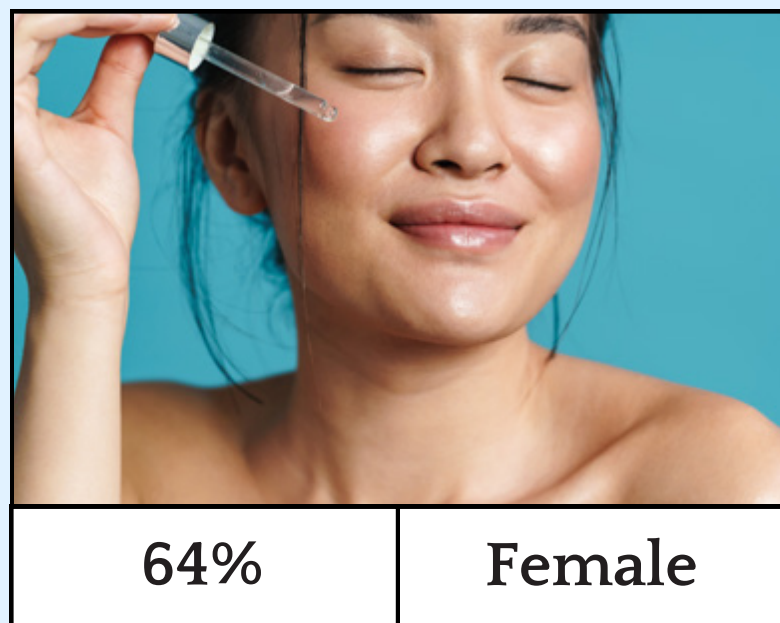
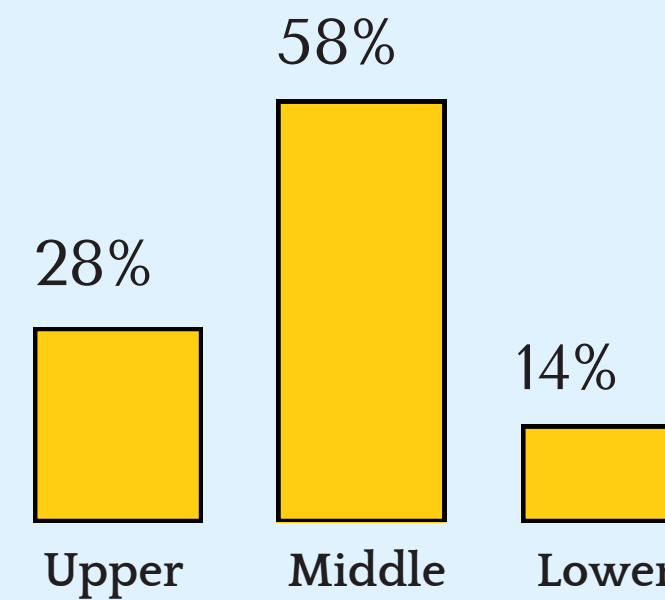
Gender



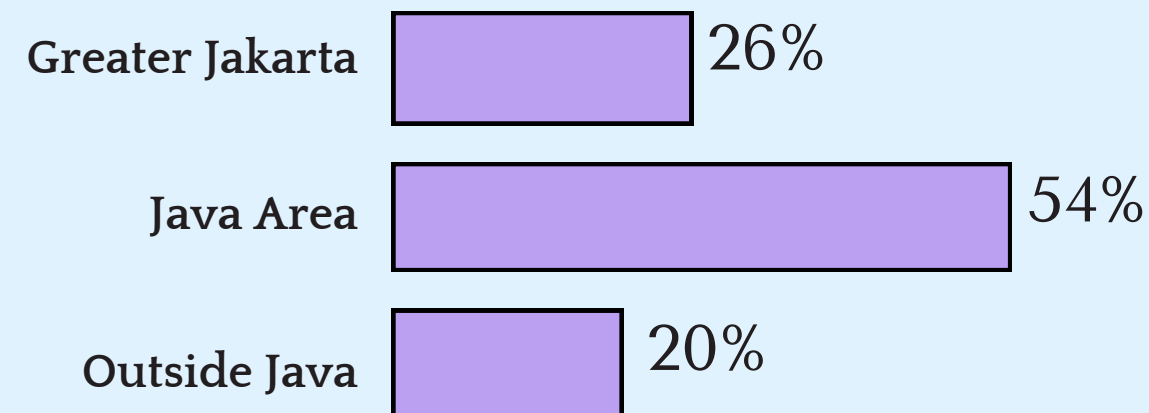
Age



SES

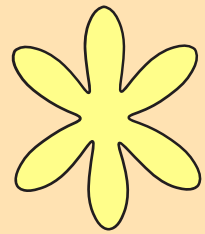


Area*



*Area

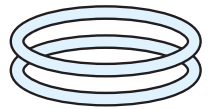

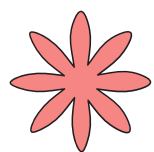
- Greater Jakarta: Jakarta Pusat, Jakarta Barat, Jakarta Selatan, Jakarta Timur, Jakarta Utara, Kota Bogor, Kota Depok, Kota Tangerang, Kota Tangerang Selatan, Kota Bekasi.
- Java area: Jawa Barat (exclude Kota Bogor, Kota Depok, Kota Bekasi), Banten (exclude Kota Tangerang, Kota Tangerang Selatan), Jawa Timur, Jawa Tengah, DI Yogyakarta.
- Outside Java: all areas in Sumatera, Kalimantan, Bali, Nusa Tenggara, Sulawesi, Maluku & Papua.



Skincare First, Makeup Next

Taken from the 2023 beauty trends report;
makeup trends section

n: 1.215 - All respondents involved makeup trend survey

 <p><i>Using skincare products is more important than using makeup products</i></p>	86%	76%	76%
	Gen Z	Millennials	Gen X
 <p><i>Skincare = Investment</i></p>	97%	95%	96%
	Gen Z	Millennials	Gen X
 <p><i>I feel more confident when I go out wearing makeup</i></p>	83%	79%	74%
	Gen Z	Millennials	Gen X

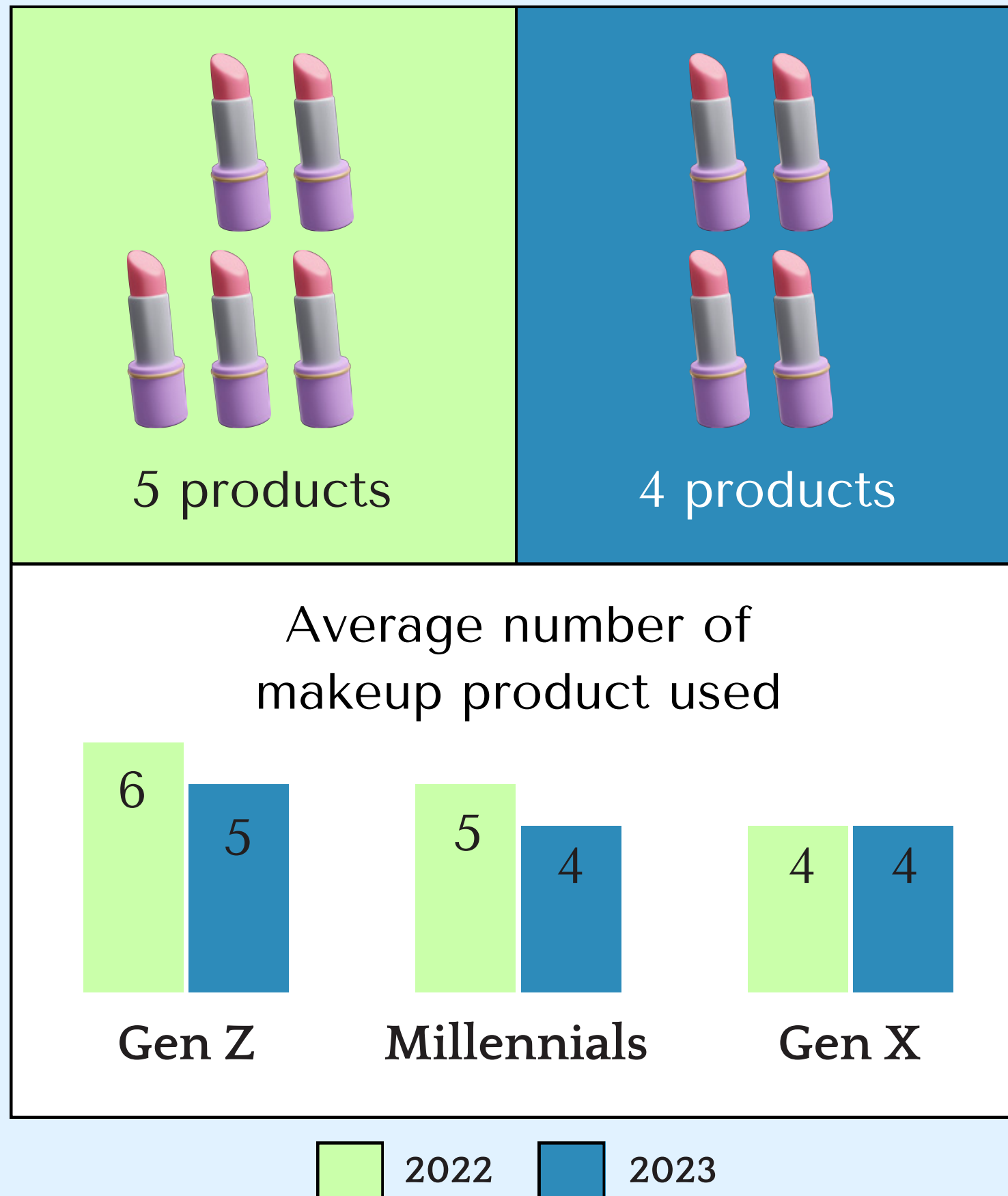
Beauty in simplicity

n: 1.248 & n: 1.215 (Makeup trend survey 2022 & 2023)

In 2023, people tend to use **less makeup** products especially **Gen Z & Millennials**

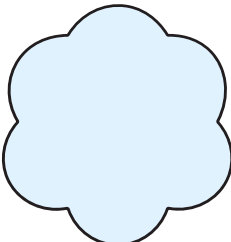
"Banyak orang yang into dengan hybrid makeup. Jadi, akan makin banyak makeup yang memang baik untuk kulit, serta makeup yang mengandung skincare ingredients."

Raisa, Founder Raine Beauty
— Female Daily



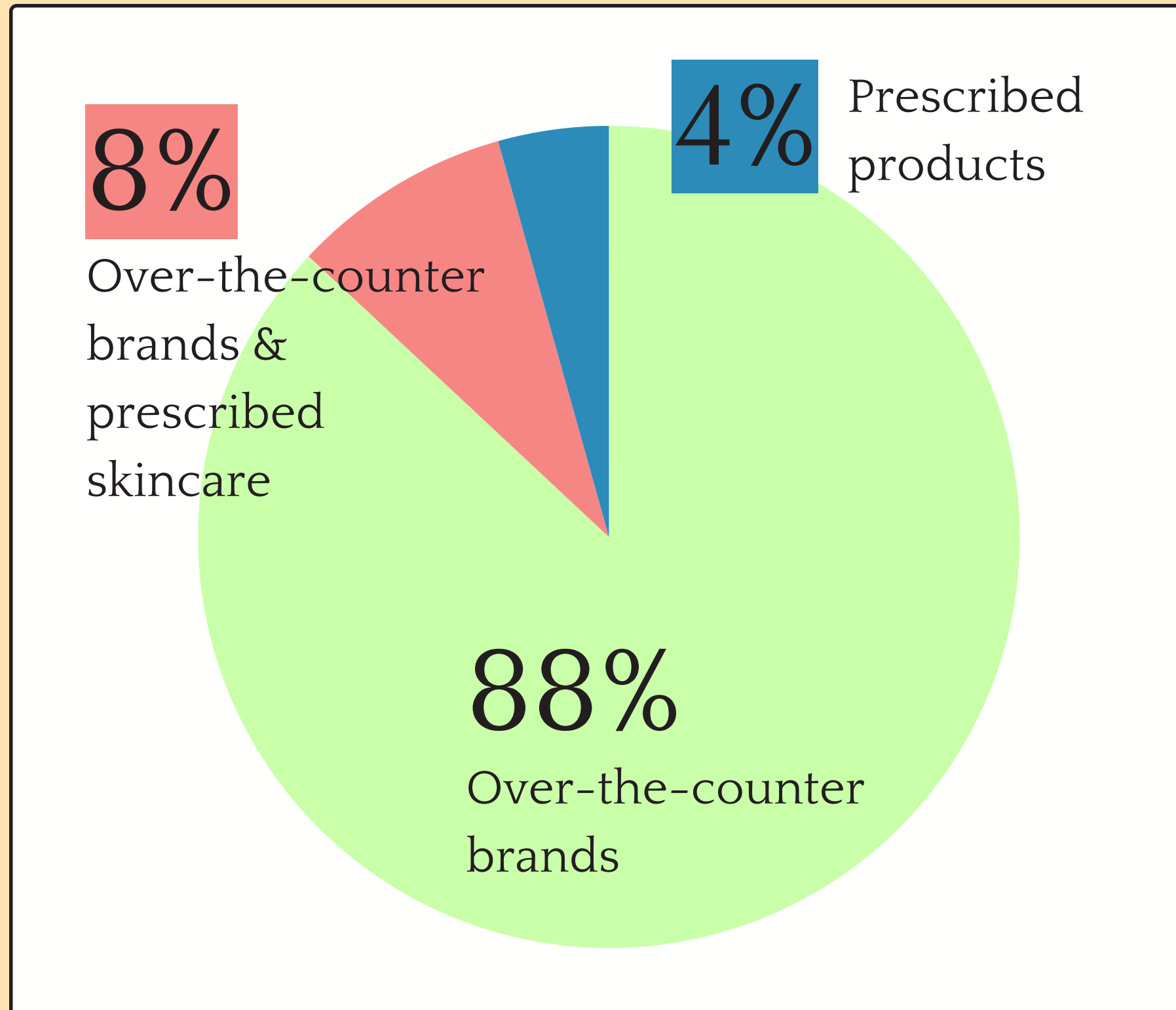
Popular Makeup Product Combo

Insights are taken from analysis of respondents' claims about the makeup products they regularly use in the last 3 months

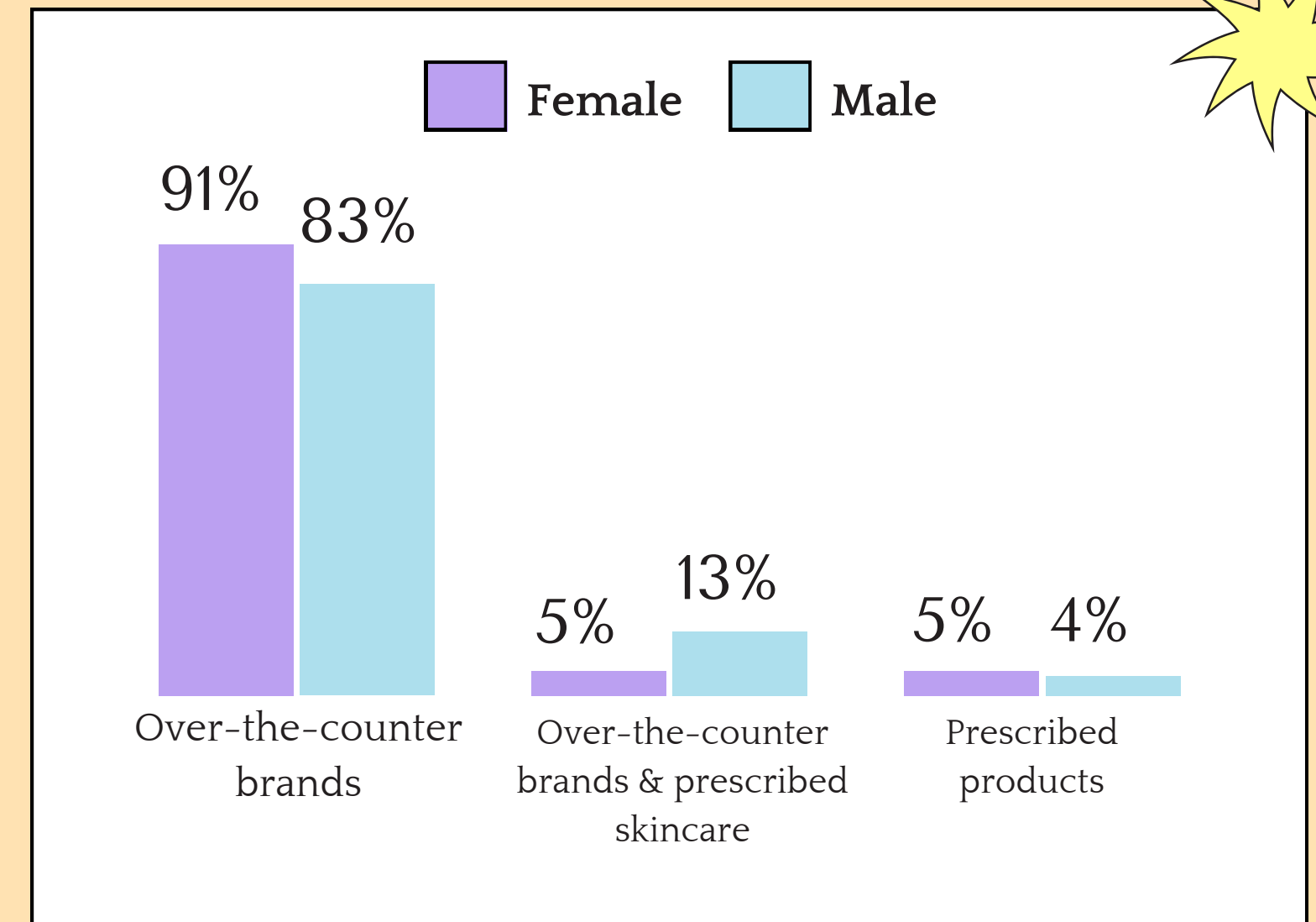


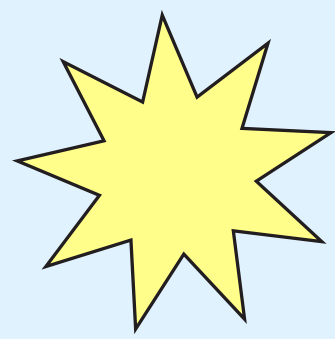
Majority still prefer over-the-counter skincare products

n: 1,708 all respondents involved in skincare trend survey



Prescribed skincare is skincare purchased from a beauty clinic based on a prescription or recommendation from doctor/dermatologist.





Female Popular Morning Skincare Routine





Male Popular Morning Skincare Routine

Gen Z

Facial Wash



Sunscreen



Millennials

Facial Wash



Day Cream



Sunscreen



Gen X

Facial Wash



Day Cream



Female Popular Night Skincare Routine

Gen Z

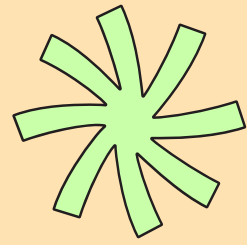
 <i>Micellar Water</i>	 <i>Facial Wash</i>
 <i>Toner</i>	 <i>Serum</i>
 <i>Moisturizer</i>	 <i>Acne Spot Treatment</i>

Millennials

 <i>Micellar Water</i>	 <i>Facial Wash</i>
 <i>Toner</i>	 <i>Serum</i>
 <i>Moisturizer/ Night Cream</i>	

Gen X

 <i>Facial Wash</i>	 <i>Moisturizer/ Night Cream</i>
 <i>Serum</i>	 <i>Eye Cream</i>



Male Popular Night Skincare Routine

Gen Z	
 <p>Facial Wash</p>	 <p>Acne Spot Treatment</p>
 <p>Moisturizer</p>	 <p>Serum</p>

Millennials	
 <p>Facial Wash</p>	 <p>Serum</p>
 <p>Moisturizer</p>	

Gen X	
 <p>Facial Wash</p>	
 <p>Moisturizer</p>	

**Keep it simple:
Less products,
less hassle,
more benefit**



Female, Gen Z,
Central Java,
Middle 1

*“Saya punya kulit sensitif,
jadi pakai skincare dan
make up seminim mungkin.
Kalau pakai terlalu banyak
bikin break out. Jadi pakai
yang basic saja. Yang
penting terlihat terawat”*



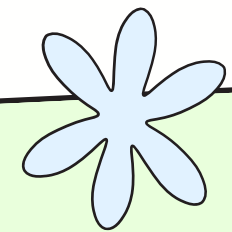
Female, Millennials,
West Java, Upper 2

*“Untuk investasi di masa
tua agar tampak lebih
awet muda, tapi ga suka
yang ribet juga sih, hanya
basic skincare dan make
up hanya agar tidak
pucat saja ketika keluar.”*



Female, Gen X,
South Kalimantan,
Middle 2

*“Saya suka produk
make up dan skincare yang
tidak ribet. Agar tidak
membuang waktu tapi
wajah tetap ringan dan
fresh.”*

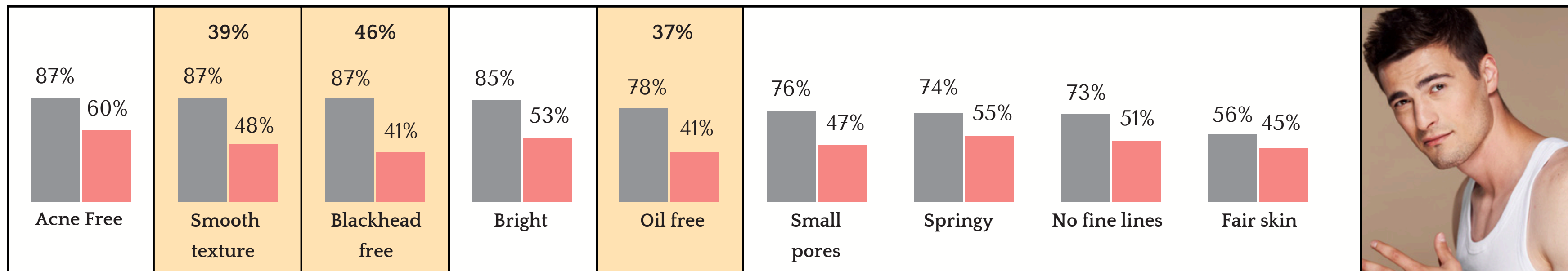
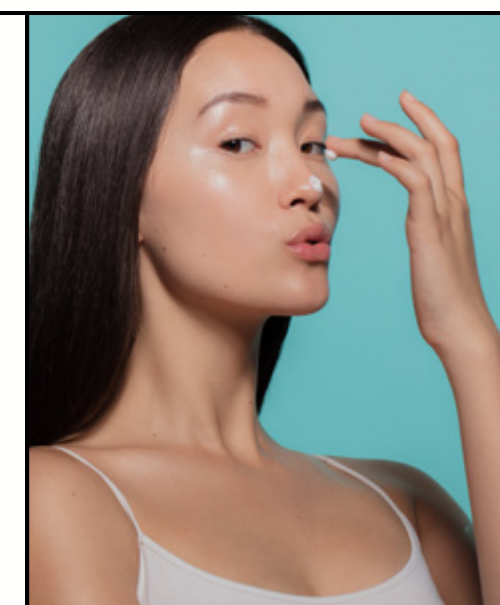
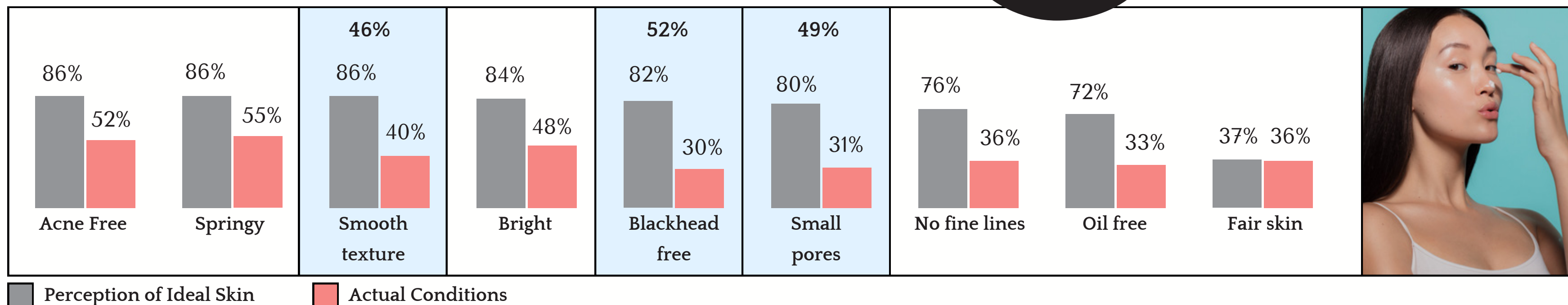
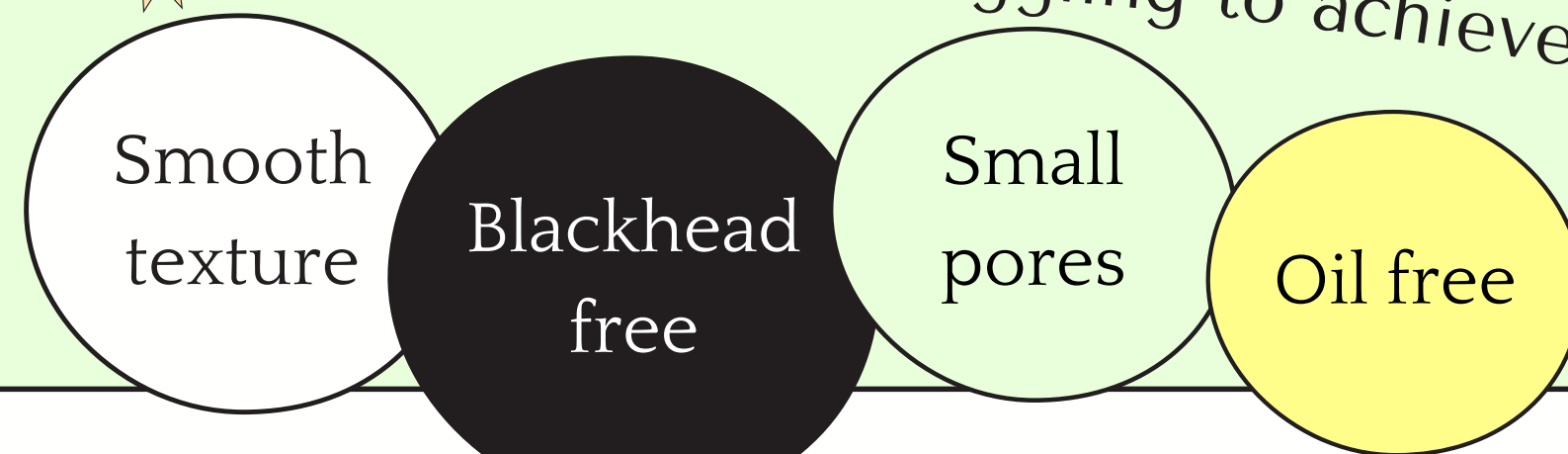


Men also desire glowing skin

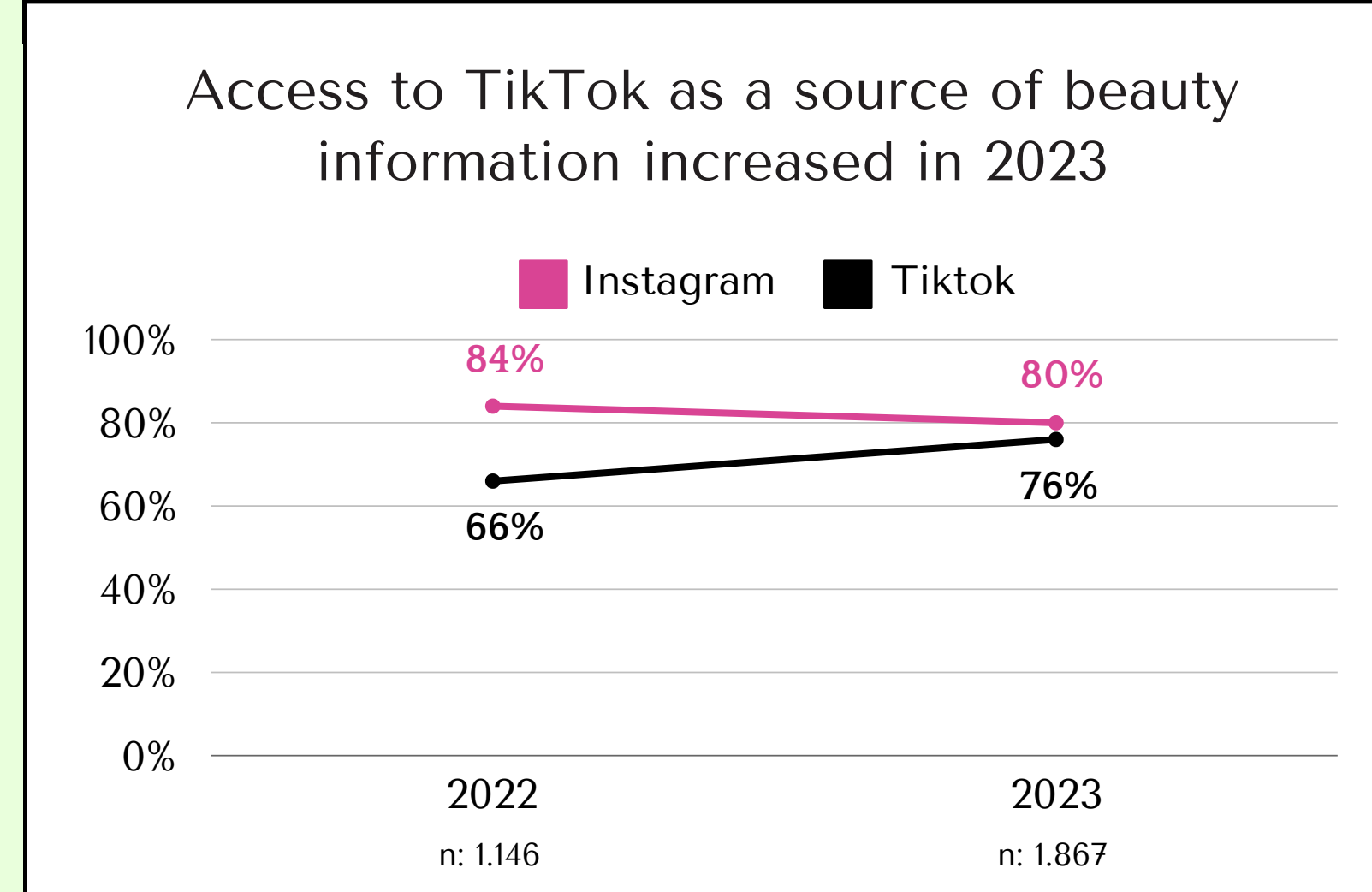
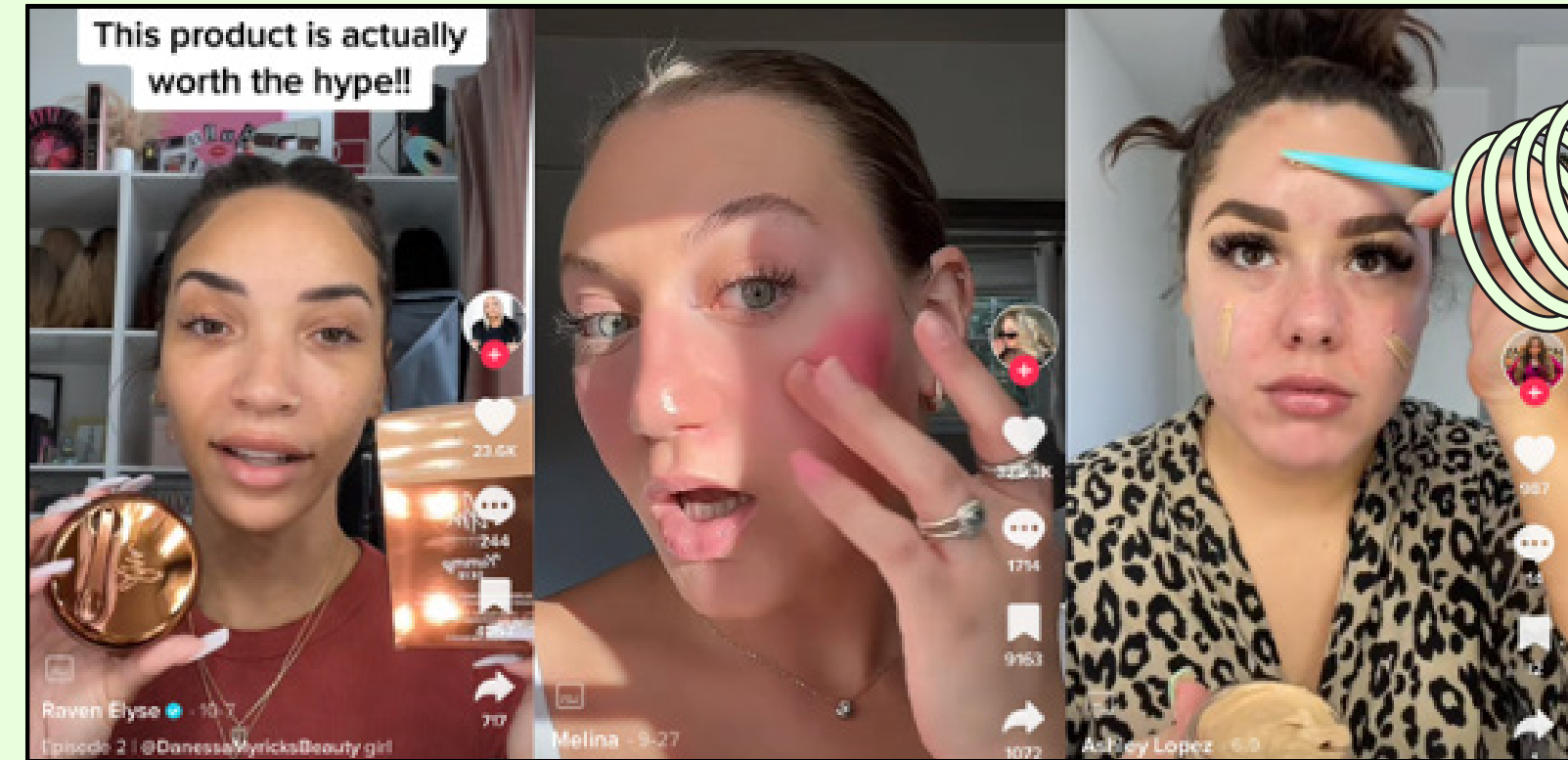
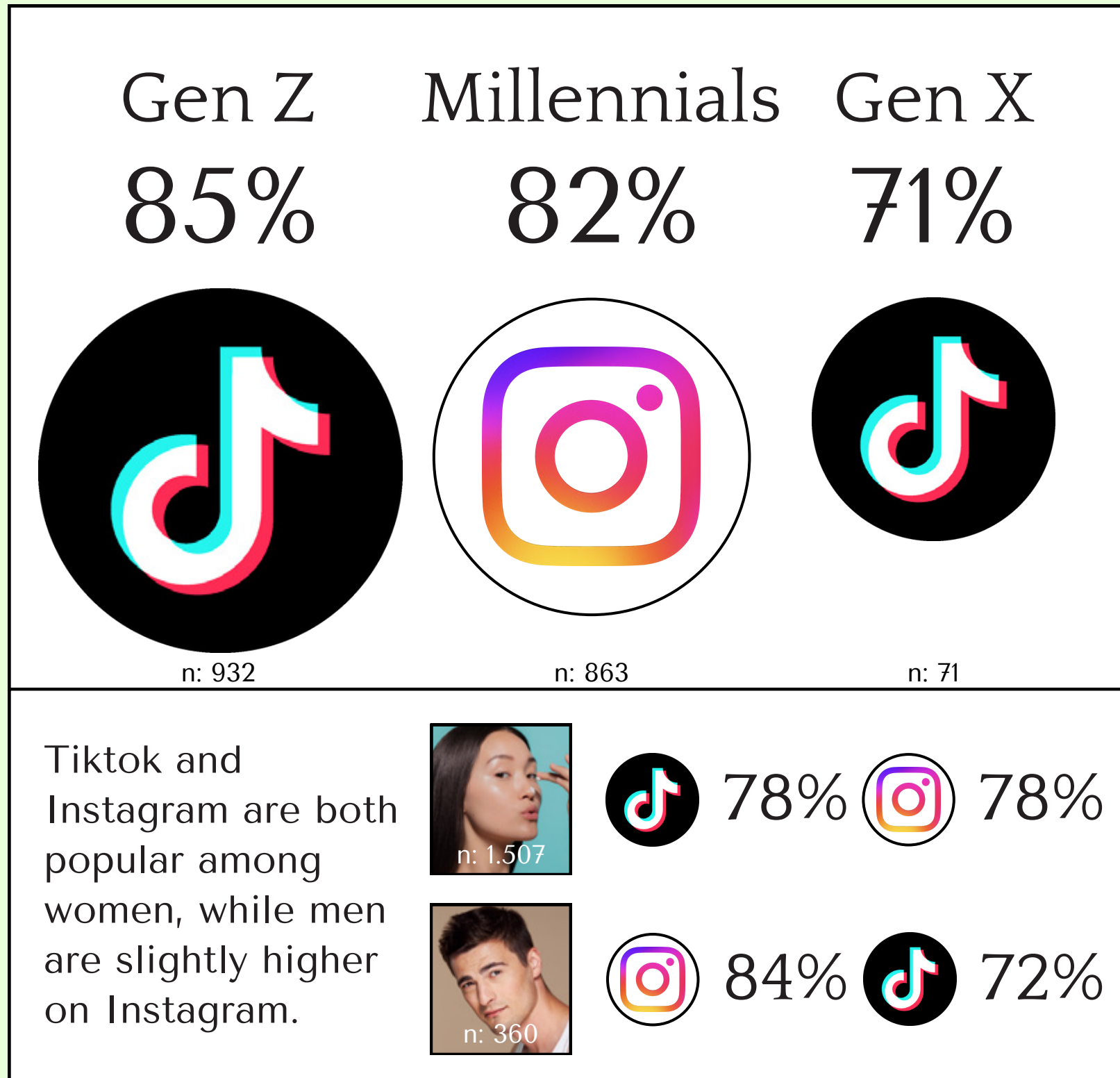


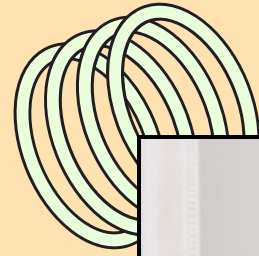
Women tends to be more **insecure** than Men on their skin condition

Desired but still struggling to achieve

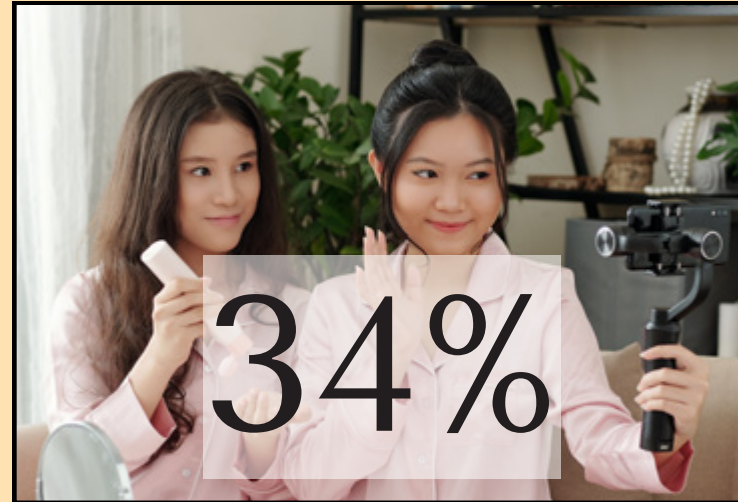


Tiktok is the key channel for beauty info, especially for Gen Z and Gen X





Socmed influencers



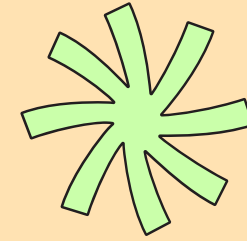
Family/relatives



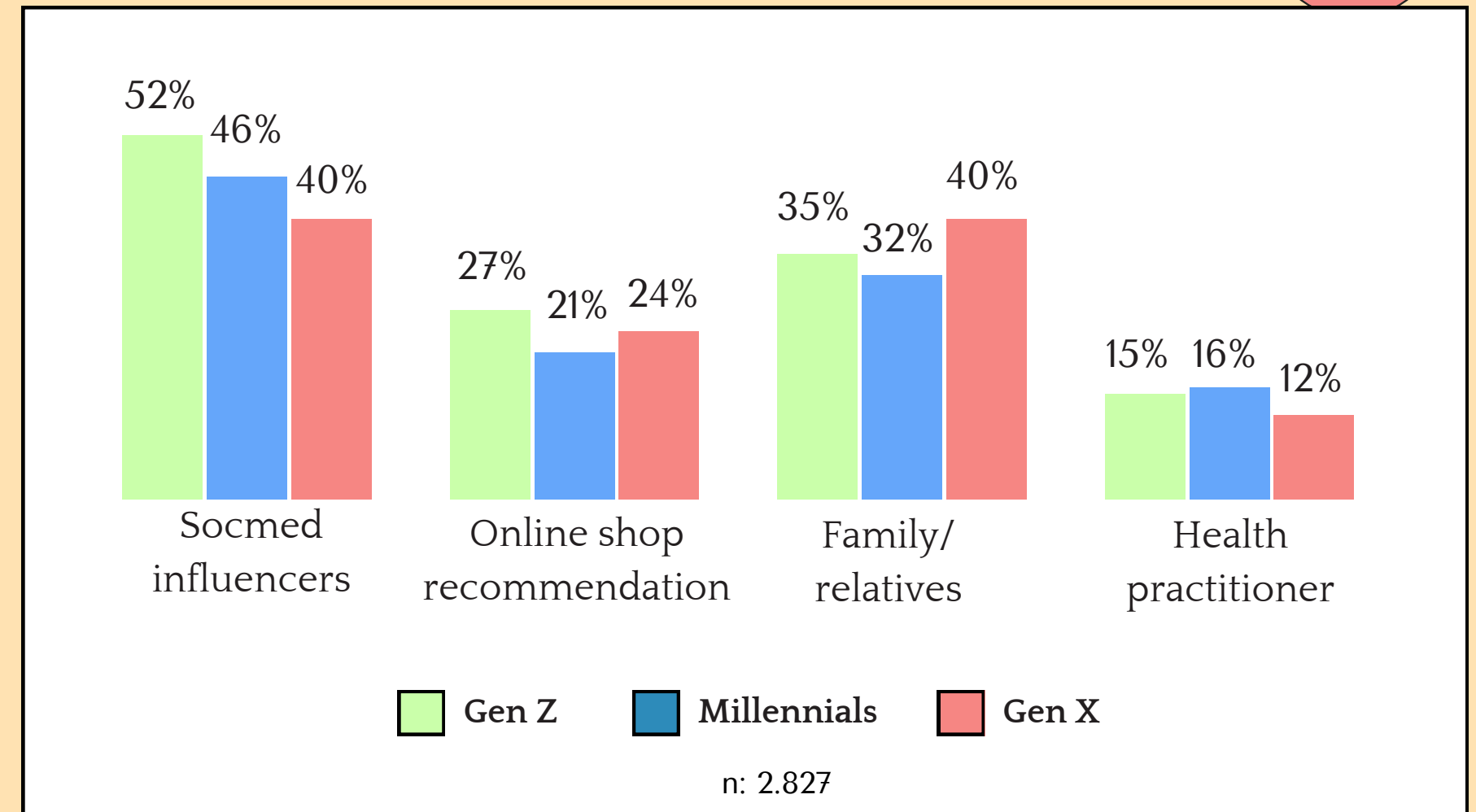
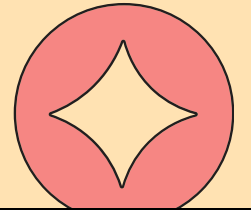
Online shop recommendation



Health practitioner



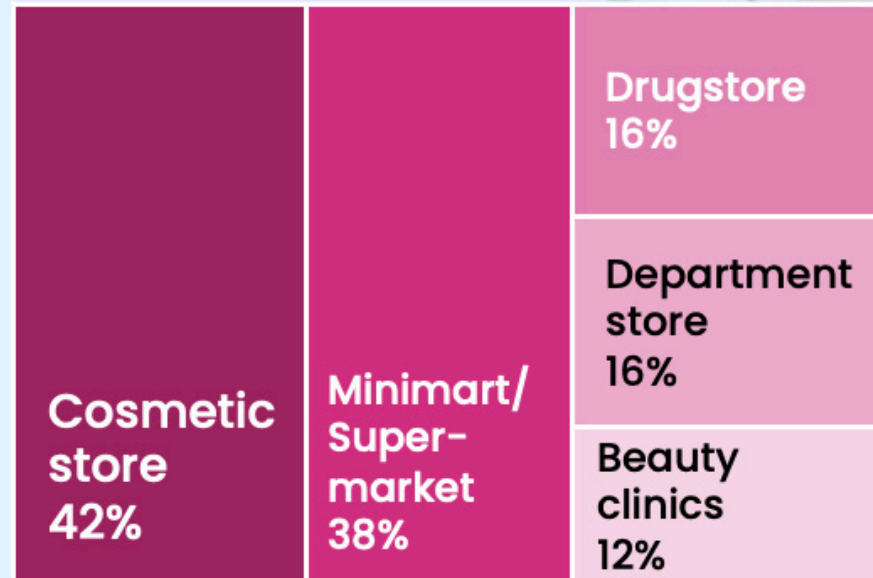
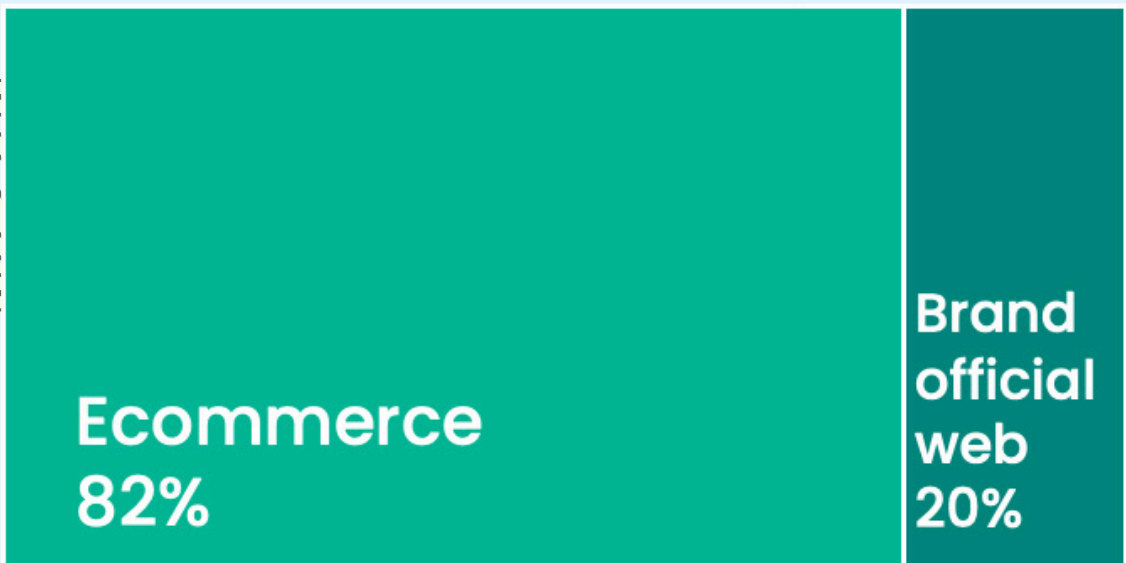
Social media influencers are the key players



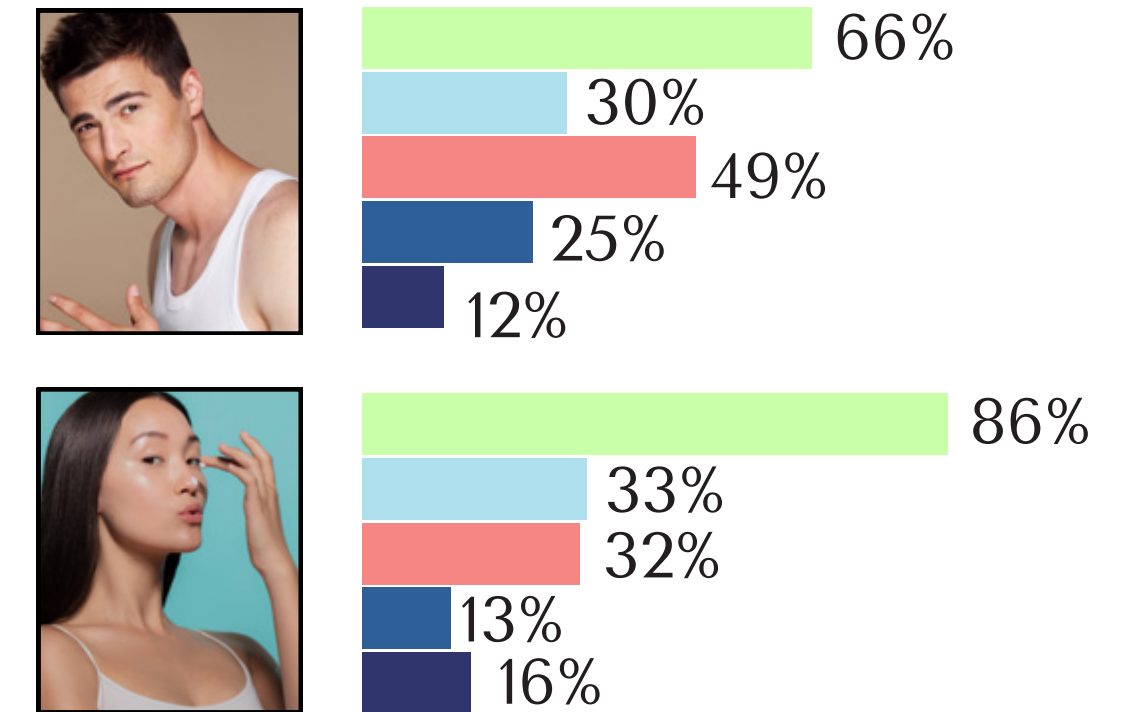
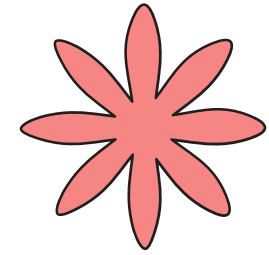
Older generation tends to trust family recommendations, while younger ones lean towards social media influencers

Beauty enthusiasts tend to go to two channels to buy products*

*based on the average number of channels used



Men are likely to buy skincare in super/minimarket than woman



- Ecommerce
- Cosmetic store
- Offline at minimarket / supermarket
- Department store
- Drugstore

Company's value is prominent consideration

86% of beauty enthusiasts care about a brand's commitment to social and environmental issues in their decision to purchase beauty products

n: 2.827

8 Brand yang Diboikot di 2023 karena Dituduh Dukung Israel

LIFESTYLE - Rindi Salsabilla, CNBC Indonesia

29 December 2023 13:00

SHARE |



Foto: Ilustrasi kopi

AP Photo/Lindsey Wasson)

Daftar Isi 

Jakarta, CNBC Indonesia - 2023 adalah salah satu masa yang kelam bagi rakyat Palestina. Pada tahun ini, masyarakat Palestina harus menderita di tengah serangan udara dan darat Pasukan Pertahanan Israel atau Israel Defense Forces (IDF) sejak 7 Oktober 2023 lalu.

Penyerangan masif IDF yang menyebabkan puluhan ribu orang, terutama anak-anak dan perempuan tewas memicu amarah dari masyarakat dunia. Salah satu cara yang dilakukan masyarakat untuk memberi tekanan kepada Israel adalah gerakan boikot terhadap produk

Female, Gen X,
East Java

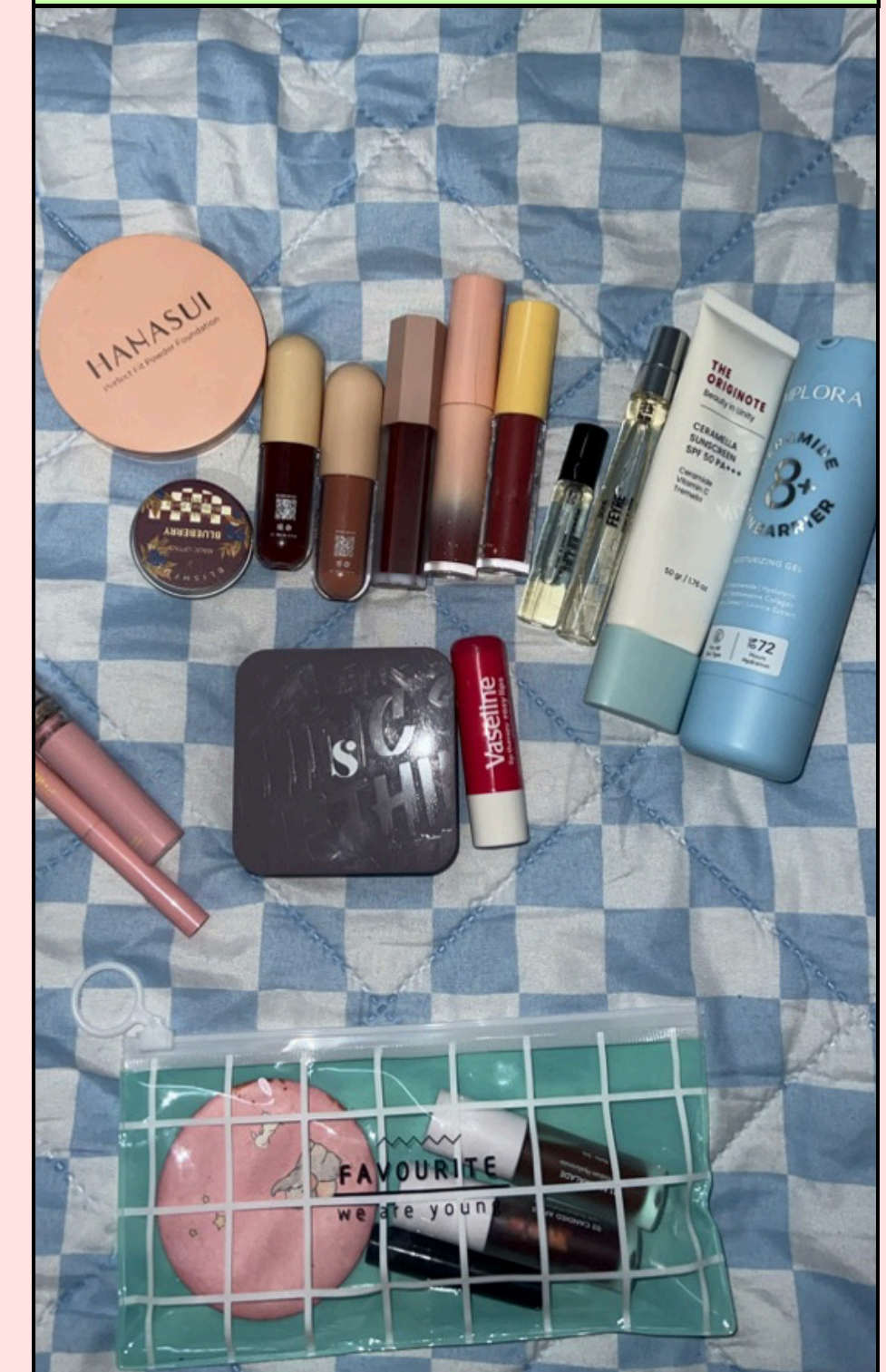


We asked our respondents to take pics of their cosmetic & skincare products and upload it in Jakpat survey



Female, Millennials,
West Java

Female, Gen Z,
Gorontalo



Male, Gen Z, Banten



We asked our respondents to take pics of their cosmetic & skincare products and upload it in Jakpat survey

Female, Gen Z, North Sumatera

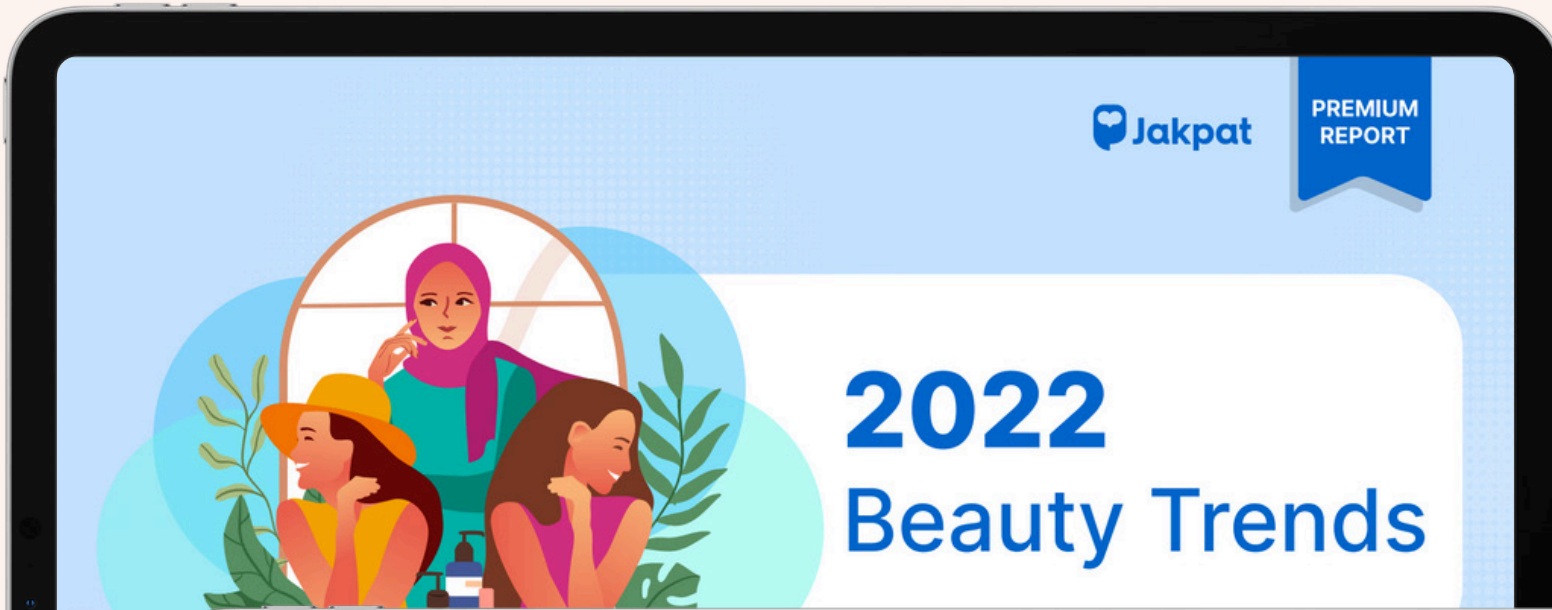


Female, Millennials, West Java



Female, Gen X, East Java





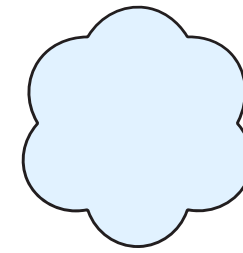
The information in this presentation is based on data collected from

Jakpat Beauty Trend 2022

Jakpat Beauty Trend 2023

 blog.jakpat.net

About Jakpat & trendier



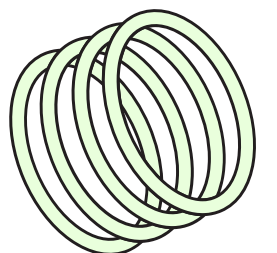
Jakpat is a pioneer in online market research in Indonesia, offering a one-stop-service for all research needs quickly and accurately without compromising data quality. Since its establishment in 2014, Jakpat has collaborated with over 3000 clients, including multinational companies, government agencies, NGOs, SMEs, academics, students, and the general public.

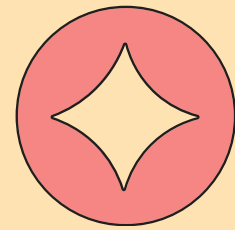
Supported by over 1 million panel respondents spread across Indonesia, Jakpat is capable of generating comprehensive data and insights for clients' business decision-making needs. Moreover, Jakpat regularly publishes independent survey results on various economic, social, political, and current issues in society periodically.



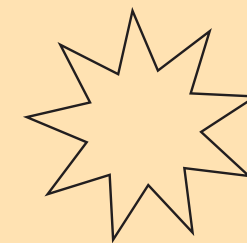
Trendier Library is the first beauty market research platform in Indonesia! Trendier analyzes more than 1 billion beauty product data listed on global e-commerce platforms such as Shopee, Olive Young, Sephora, Amazon, and many others.

We present trends on ingredients, benefits, prices, and product reviews from various e-commerce channels. With Trendier, beauty brands, manufacturers, and businesses can make smart business decisions without having to deal with complicated data analysis.



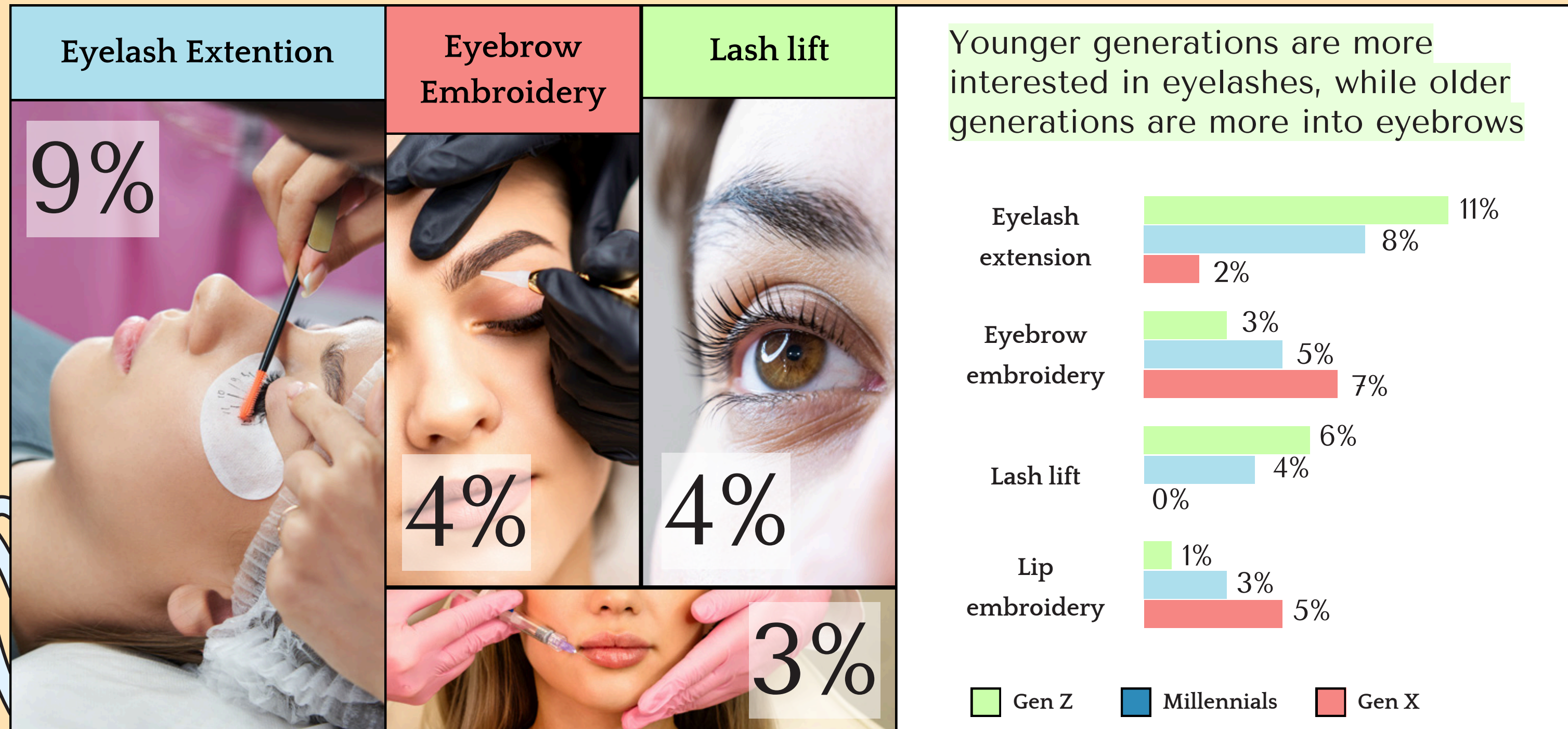
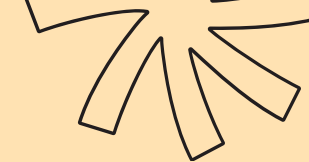
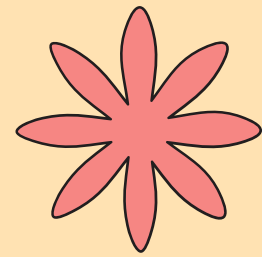


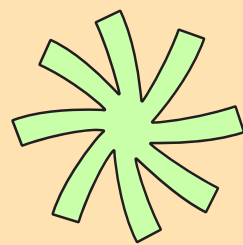
Appendix



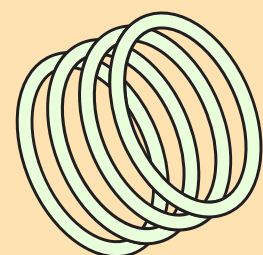
To enhance the practicality,

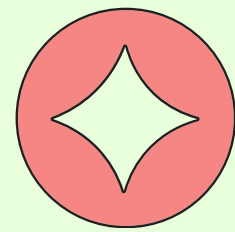
14% of female respondents do cosmetic procedures





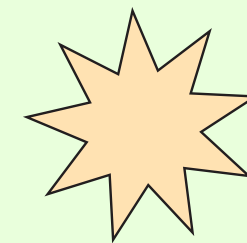
Gen Z likes product recommendation content from online shops

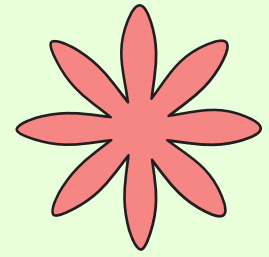




Q & A

Jakpat

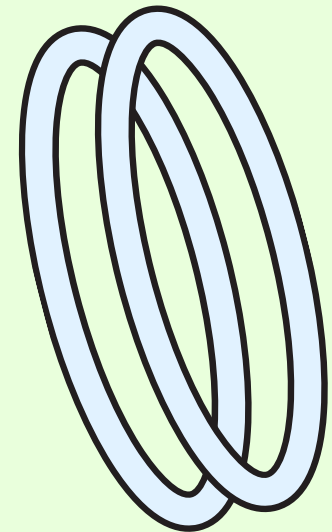


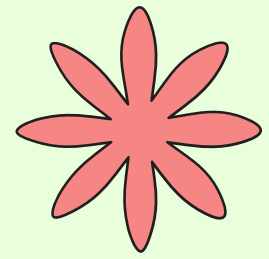


What are the factors that influence the trend of a beauty product? And how do we see opportunities in beauty product innovation?

"Consumer research is essential for identifying opportunities in product innovation. Several factors that consumers consider in beauty products include:

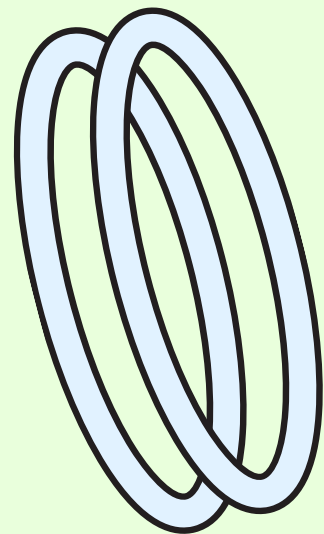
- Product details (ingredients, benefits, etc.)
- Pricing and availability
- Recommendations
- Emotional aspects (branding, brand commitment to social and environmental issues, etc.)"

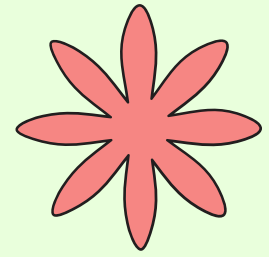




What will consumer behavior look like in 2024? What types of skincare products will Millennials and Gen Z buy, and what are the differences?

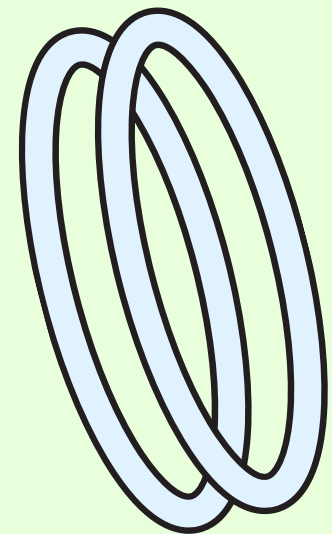
" Gen Z and Millennials tend to have similar skincare routines. Both generations typically incorporate serum into their skincare routines, whether it be in the morning or evening. However, Gen Z demonstrates more enthusiasm for skincare than the older segments."

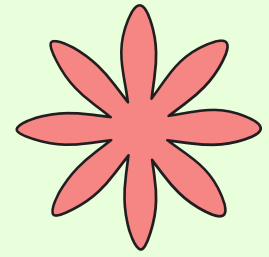




Between TikTok and IG, which one is most often used by beauty influencers?

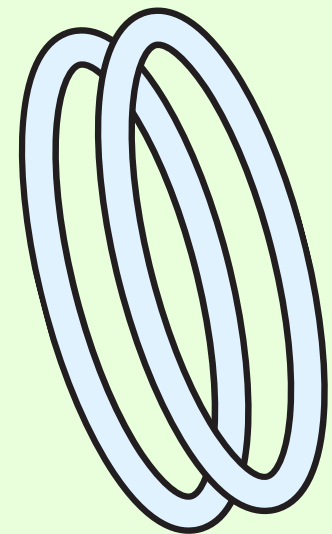
"TikTok and Instagram both play important roles in beauty trends. However, the two platforms tend to cater to different demographics: TikTok is the primary platform for Gen Z, while Instagram tends to be preferred by Millennials."





What platforms or e-commerce sites were used by the majority of beauty product buyers in 2023?

"82% of beauty enthusiasts buy products via e-commerce.
*According to our survey report on E-commerce Trends for the second half of 2023, 58% of respondents who bought cosmetic products did so through Shopee, while approximately 62% of respondents who purchased skincare products also utilized Shopee."



Discover more from Jakpat

Premium Report – More Comprehensive

- * [Indonesia Fintech Trends – 2nd semester of 2023](#)
- * [Indonesia E-commerce Trends – 2nd semester of 2023](#)
- * [Indonesia Mobile Ent & Social Media Trends – 2nd Semester of 2023](#)
- * [Beauty Trends 2023](#)

Free Report

- * [Indonesia Consumer Trend on Beauty Industry 2024](#) [This is the report you're reading now]
- * [Understanding Gen Z: Preference in the Workplace](#)
- * [Welcoming 2024 Ramadan & Eid](#)
- * [Enjoying Sports Events: The Audience & The Participant](#)

We value your feedback!

Help us improve
our future reports by sharing
your thoughts.

[CLICK HERE](#)

Do it with your
phone – Scan QR



GET THE **RIGHT INSIGHT** AT THE **RIGHT TIME**

Over 1,400,000++ managed mobile panelists in Indonesia

Connect Your Business & Panelist Real Time



DESIGN RESEARCH

Create your own research.
Formulate questionnaire
with guidance from our
research expertise



TARGET AUDIENCE

Reach your specific segment
easily within our managed
community panelists across
Indonesia & pay affordably



GET RESULT

Sit back and relax while
our system collect
responses across
Indonesia in real time



Jakpat

Speed-to-Insight

Send your survey to **Jakpat panels**
and get your **report** within **2-3 hours**



partner@jakpat.net



+62 274 2923 340



[wa.me/+62 821 3719 1522](https://wa.me/+6282137191522)



<https://jakpat.net>