

Wishful vs The Ordinary

AI-Driven Consumer Sentiment Analysis in Skincare

The skincare market is not divided by luxury or affordability it is divided by **consumer trust**. Brands win not only by formulation, but by how reliably customers feel results on their skin over time.

How We Analyzed Trust

We processed **1M+ verified customer reviews** using a custom Machine Learning sentiment model trained to capture emotional reactions related to *results, comfort, texture, and long-term experience*.

Model Accuracy 92.68%

Wishful (Luxury Positioning)

- Strong association with visible glow and sensorial experience
- Positive emotional language around texture and finish
- Trust driven by perceived performance consistency

The Ordinary (Clinical / Budget)

- High confidence in ingredient transparency
- Strong appeal to informed, routine-driven users
- Trust influenced by formulation compatibility across skin types

Key Insight

Overall sentiment scores between the two brands are closer than expected. The difference lies not in price but in how consumers emotionally interpret outcomes.

Strategic Implications

- **Wishful:** Maintain leadership by protecting experiential consistency and reinforcing its premium result narrative.
- **The Ordinary:** Incremental formulation refinements can unlock higher loyalty without changing pricing or brand philosophy.
- **Both:** AI sentiment tracking should act as an early-warning system before trust erosion reflects in revenue.

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