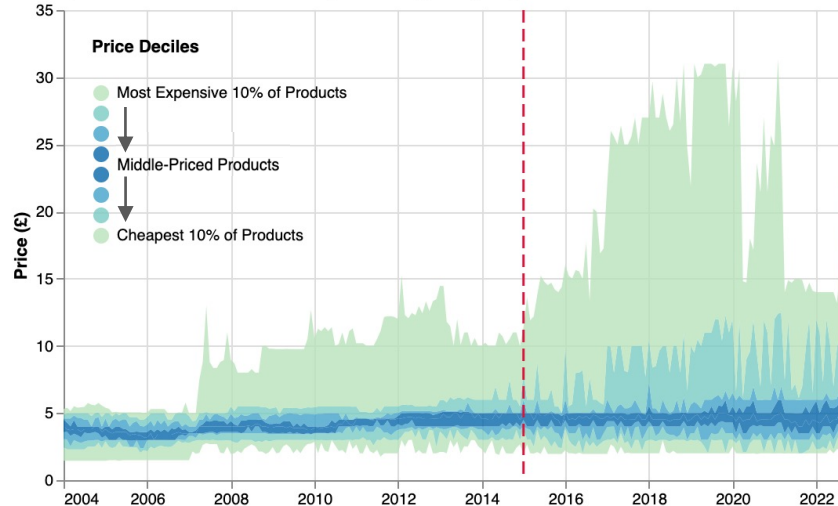


The Cost of Staying Young

How the social media driven 'skincare revolution' has affected the price of moisturisers.

[Figure 1] Price Distribution of Moisturiser

Prices by decile for a 50-150ml container. Larger area = bigger range of prices. Source: LRPD (Davies, 2021)



With social media eating away so much of our time, it's no wonder educational content is becoming more popular. One trending informative branch is skincare. So-called 'skinfluencers' see through the claims of products and magnify key ingredients, helping consumers understand the science behind skincare.

Being 'part of the trend' and knowing the benefits of products within their daily routine makes consumers less sensitive to higher prices. As seen in Figure 1, the range of prices above the median increased from c. £5 in 2015 to £25 in 2019, the 'luxury' moisturiser products have become more expensive. Figure 2 shows the increase in Google searches for skincare where the upward trend post-2015 seems to follow the moisturiser price hikes.

[Figure 2] Google Searches for 'Skincare'

Search index for the UK, higher = more searches. Source: Google Trends



However, as the cost-of-living crisis continues to pinch at pockets, will people stick with these premium products, or sacrifice their skin for essentials?

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Google Colab file used in data analysis: https://colab.research.google.com/drive/1jYXLMWIPUROz_-iuoPMtbNZ0tmzxoV5?usp=sharing

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