

# The Journey To Glow

## Curion Intelligence Report: A Curion Exclusive Study

Moisturizing Skincare Consumer Journey Edition

**The market for moisturizing skincare is competitive. However, there are significant unfilled gaps that represent opportunities for brands to grow.**

Curion's immersive study explores the entire journey of moisturizing skincare, revealing the moments that build (or break) brand loyalty.

### 1 Proactive vs Reactive

Women are motivated by **prevention**, while men act when **discomfort** hits.

#### FEMALE CONSUMER, 30

"I turned 30... I really am trying to focus on my skin and preventing the effects of aging."

#### MALE CONSUMER, 35

"My skin was cracking and peeling and dry."

### 2 High Hopes, More Opps for Women

Women reported having **more unmet needs** tied to visible results, & men say they focus on skin relief & comfort.



### 3 The Shopping Experience Isn't Equal Between Men & Women

**Men avoid in-store discovery**, and women **prefer hands-on**, educational, guided retail experiences with sampling.



### 4 Routines Drive Fit & Loyalty

Women report to use more daily products and stick to a routine, but **men tend to stick to a single skincare product** for all uses, even full body.



### 5 Men: Untapped Growth

**Men lack confidence** when choosing skincare and few brands offer **clear, results-first solutions** designed for them, making this an underserved yet high-value segment.

### Want The Full 37-page Report?

You've seen a glimpse. Curion's full journey branded report uncovers powerful behavioral insights, emotional motivators, & unmet needs.

#### Get In Touch!

**Gretchen Ahlstrom**  
Chief Revenue Officer

[gahlstrom@curioninsights.com](mailto:gahlstrom@curioninsights.com)  
[www.curioninsights.com](http://www.curioninsights.com)



### 6 Skin Health Is the New Glow

Both men and women reported **unmet needs in functional skin health**, with interest in benefits like dry skin relief, softness, smoothness, and overall skin improvement, combined into one product.

