71% of adults have self-declared sensitive skin.1

While differences in how people experience and communicate about their skin sensitivity exist, most say they have sensitive skin, with such things as burning, itching, tightness, and dryness.2 For the subset of patients reporting sensitive skin, the prevalence of self-declared sensitive skin, the use of online resources, and their preferences for treatment were captured in the survey. Data captured included the prevalence of self-declared sensitive skin, an online survey of 1000 participants (800 females, 200 males, aged 18 to 65) were included along with demographic information regarding age, skin type, and their preferences for treatment.

For decades, scientists have researched sensitive skin states and developed formulas that are efficacious and aesthetically preferred. To expand their holistic understanding of skin sensitivity, Aveeno® scientists gathered data on the consumer attitudes and behaviors associated with sensitive skin. This study of consumer attitudes and behaviors provided meaningful insights regarding the desired outcomes and product preferences of consumers with self-declared sensitive skin.

New research reveals how consumers perceive their sensitive skin and their preferences for treatment.

Which of the following best describes your skin type?*

Sensitive

Moderately sensitive

Very sensitive

Extremely sensitive

Slightly sensitive

Dry

Oily

Combination

Normal

Results

Who do you talk to their treatment advice for sensitive skin?*

Dermatologist

Dermatologic associates

Friends

Family

Others

Results

Stress and ingredients were the cause of the majority of skin reactions, followed by food, then environmental factors. The most common triggers were stress, ingredients, and food.

How has facial/body skin sensitivity evolved over time?*

Stressed

Food

Ingredients

Stress

Ingredients

Food

Results

75% of sensitive skin respondents described themselves as having slightly sensitive or moderately sensitive skin.

How do you decide on the treatment for your sensitive skin?*

Symptoms

Ingredients

Dermatologist

Friends

Dermatologic associates

Others

Results

75% of consumers reported their sensitive skin either remained constant or worsened over time.

Who do you trust for information on sensitive skin?*

Dermatologist

Dermatologic associates

Friends

Family

Others

Results

New research reveals how consumers perceive their sensitive skin and their preferences for treatment.

Who do you treat sensitive skin when seeking advice for treating sensitive skin?

Dermatologist

Dermatologic associates

Friends

Family

Others

Results


REFERENCES

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