



# A New View of Care

The Power of  
Personal Care  
Routines



Research by Kantar

**KANTAR**



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# Foreword

**Around the world,  
how consumers think  
about care is changing.**


What used to be defined by keeping up with doctor visits, treatments, and basic hygiene, personal care has expanded to include individualized, preventive actions taken in our everyday lives. Today, more people recognize the power of daily routines formed at home, continuing the shift toward a future where health and well-being are proactively maintained.

At Kenvue, we believe that daily care routines can have a profound cumulative impact on well-being. **A New View of Care** explores the motivations to begin and sustain personal care routines, how routines impact health and emotional well-being, and the sources of influence shaping care today.

With insights from over 10,000 consumers around the world, we found that routines form the foundation of how we care for ourselves. **Even small, consistent actions can lead to meaningful, measurable benefits.** But for many, building effective routines can still feel out of reach. We believe an effective routine is one that is simple to stick with, solves real needs, and meaningfully impacts health and well-being over time.





A man with curly hair is shown from the chest up, washing his hair in a shower. He has his eyes closed and a relaxed expression. His hands are lathering his hair with white soap. The background consists of green square tiles. Water droplets are visible in the air around him.

**In this report, the term “personal care routine” is defined broadly to encompass a wide range of practices that people regularly engage in to support their overall well-being.**

This includes the consistent use of personal care products (e.g., for hair, skin, oral care, etc.), taking vitamins and supplements, over-the-counter allergy and pain medications, and engaging in activities like eating well and practicing mindfulness. This inclusive framing was presented to survey participants to ensure a comprehensive understanding of personal care that reflects both product usage and broader well-being practices.

# **Executive Summary**



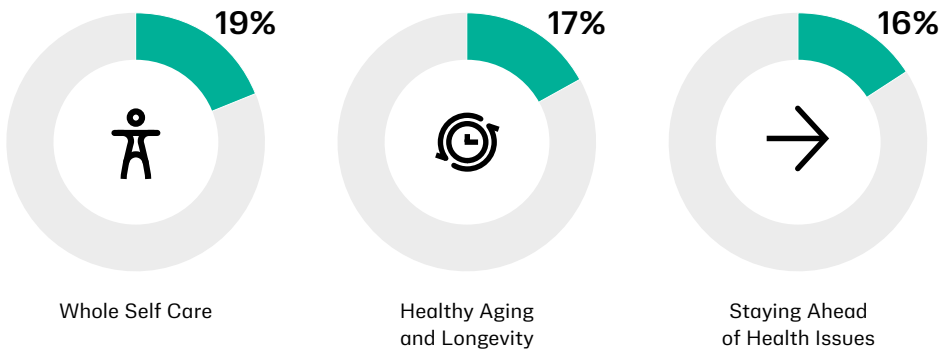


# 1. Personal care is expanding the definition of health

Consumers are redefining personal care, moving beyond hygiene and beauty to viewing personal care routines as proactive tools for managing overall well-being, aging, and long-term health. These routines include preventative actions that help avoid future health issues. They increasingly see routines as supporting their “whole self—mind, body, and spirit” rather than primarily for enhancing appearance.

Type of personal care routine consumers relate to most

Routine ranked as #1 most relatable; Among global consumers with routines



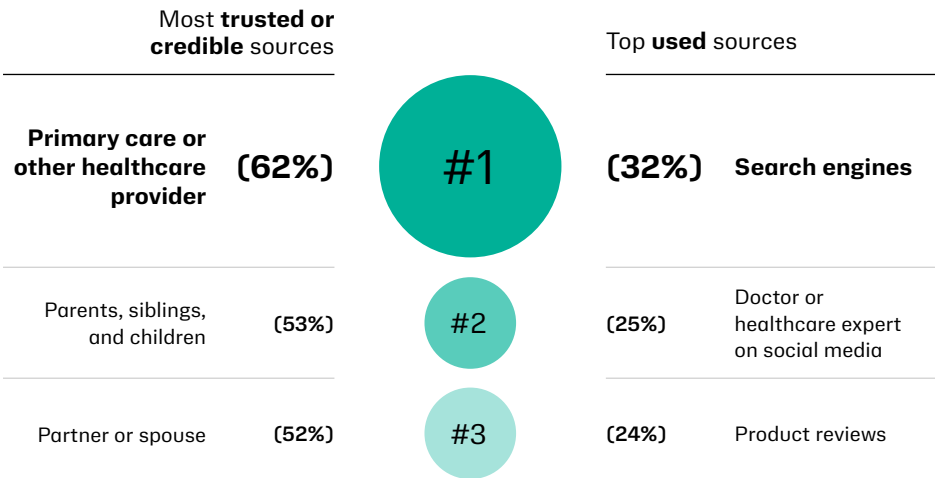
# 2. Trusted sources are not the first stops for information

Consumers place the most trust in healthcare providers and family members for personal care advice, but they most often turn to more accessible and immediate sources like search engines and social media.

Despite relying on online sources, many are skeptical about the personal care information they get on social media, sharing concerns like the potential to purchase counterfeit products and deciphering unverified product claims. Social media influencers—though less trusted—are popular with younger audiences, showing accessibility drives where people seek personal care information.

Top three sources used and trusted for personal care information

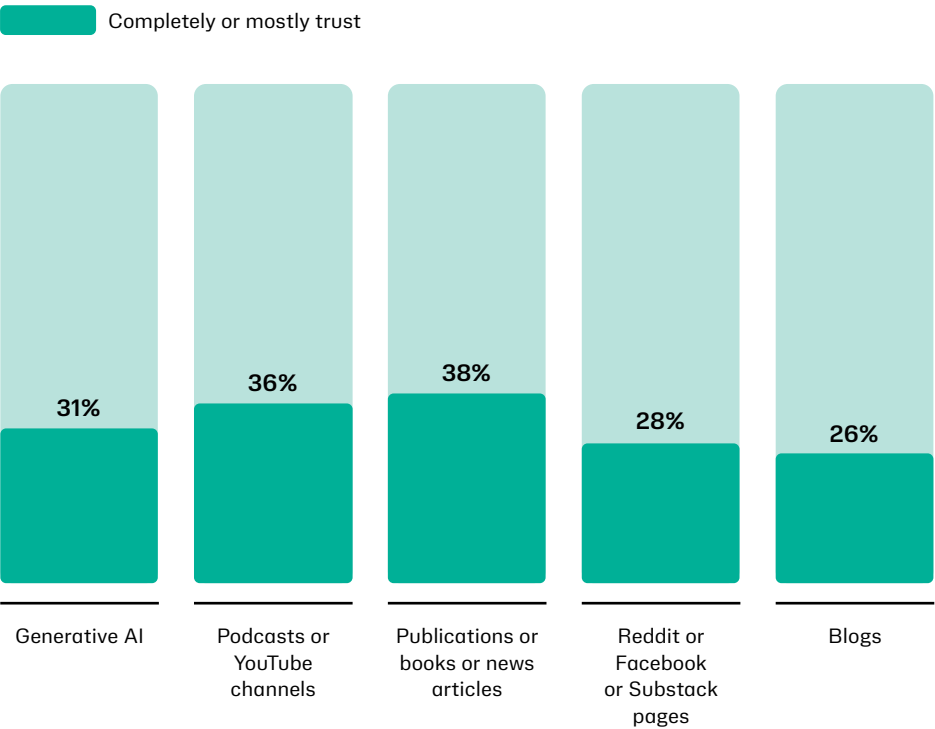
Select all that apply for usage; Top-two-box agreement: completely or mostly trust; Among global consumers with routines



### 3. The influence of AI is rising, but not fully trusted

Generative AI tools are increasingly integrated in how consumers research personal care information. However, trust still lags on these tools, with only about a third of those with routines mentioning they trust the information provided via generative AI.

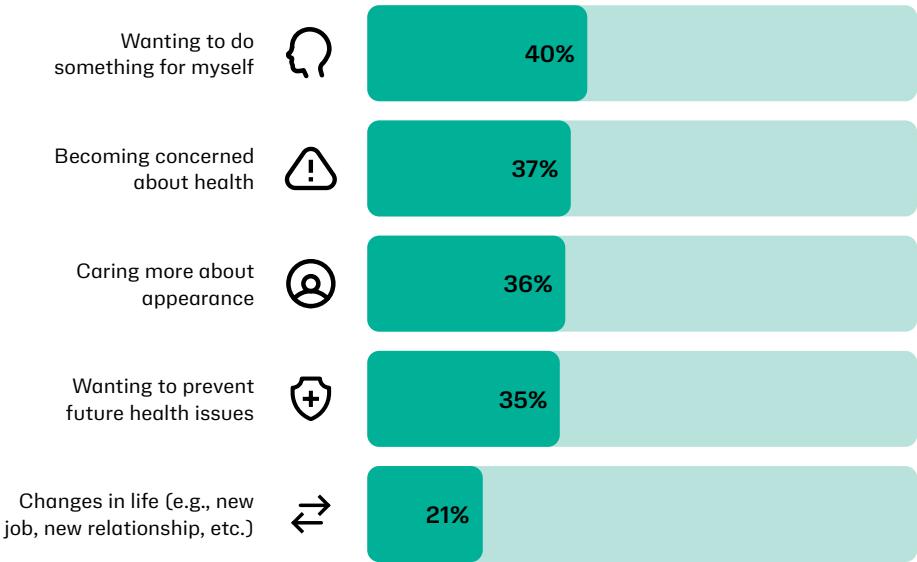
Usage and trust of generative AI and other lesser used information sources  
Among global consumers with routines



### 4. Self-motivation is the strongest driver, but social influence matters

Most people start a personal care routine to do something deeply personal for themselves, not because of outside pressures or big life changes. While this motivation is internal and universal, friends and influencers often spark the idea.

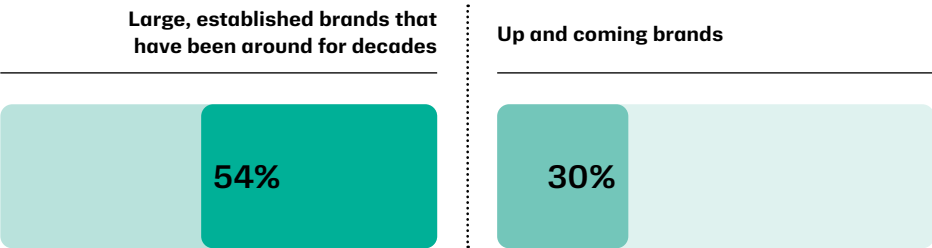
Top five reasons to adopt current personal care routines  
Select all that apply; Among global consumers with routines



# 5. Legacy brands win consumer trust

Large, established brands are consistently viewed as among the most reliable brands for personal care information, considered significantly more credible than emerging ones.

**Types of brands trusted to give credible information online about personal care routines**  
Top-two-box agreement: completely or mostly trust; Among global consumers with routines



# 6. Emotional well-being is tied to routine consistency

Globally, when consumers fall short of maintaining their personal care routines, they commonly feel guilty and disappointed. These feelings are often followed by anxiety or worry, and for some, a more negative perception of body image. This reveals how deeply intertwined personal care practices are with emotional health and self-perception.

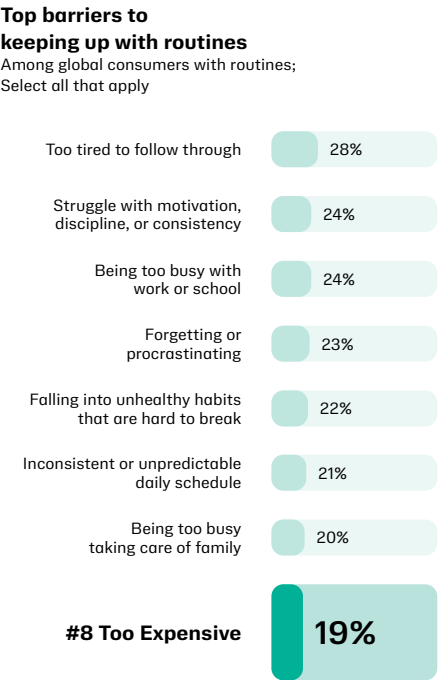
**Top reactions emerged after not being able to complete a personal care routine**  
Select all that apply; Among global consumers with routines





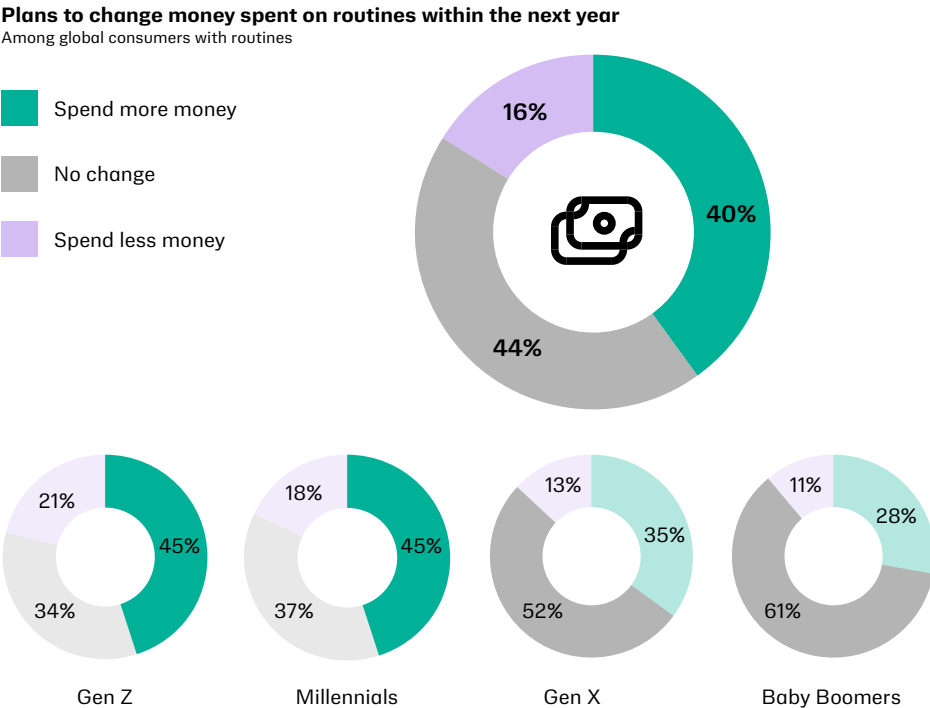
# 7. Cost is not a main barrier to routine care, but financial stress affects consistency

Most consumers do not stop routines due to cost—“**being too expensive**” ranks just eighth among barriers—but financial factors do influence how consistently products are used.



# 8. Younger generations plan to spend more on personal care

Gen Z and millennials plan to boost personal care spending, while older generations expect to hold steady—signaling growing value placed on routine care among younger consumers.

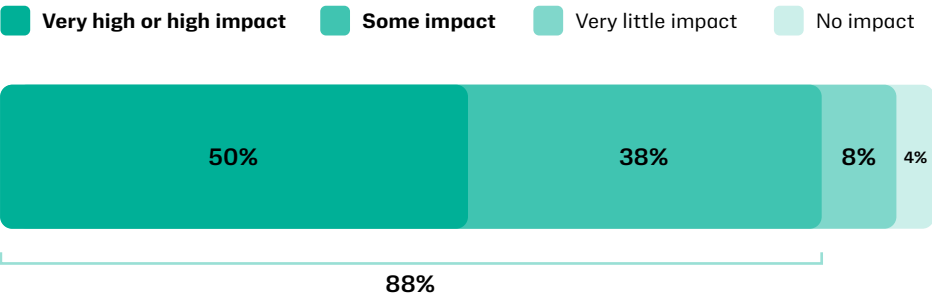


# 9. Minimal time yields perceived health benefits

Most consumers dedicate less than 30 minutes to their personal care routines daily. Despite spending a modest amount of time, consumers globally believe their daily practices make a real difference in positively supporting their health.

## Impact of personal care routine on improving overall well-being

Among global consumers with routines



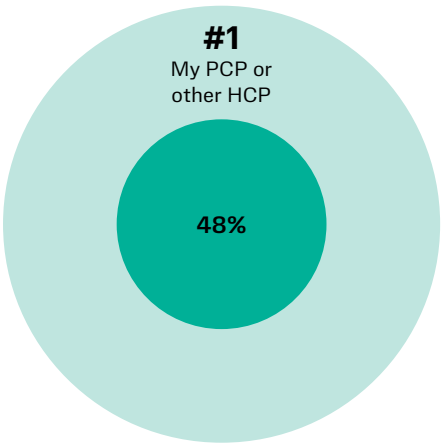
# 10. Science-backed guidance drives decisions

Nearly half of people planning to change their routines in the next year say their primary care (PCPs) or other healthcare providers (HCPs) will guide their decisions, primarily because these sources are “backed by science.”

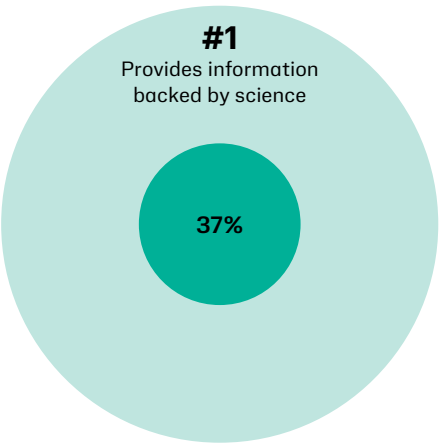
## Most influential information source for changing routines

Among global consumers with routines

Top information source that would influence whether people **change their personal care routine over the next year:**



Top reason why those with routines say **their HCP** would be the reason they make a change to their routine over the next year:





# 1

## **Trust and Influence:**

Sources Shaping  
Personal Care  
Decisions

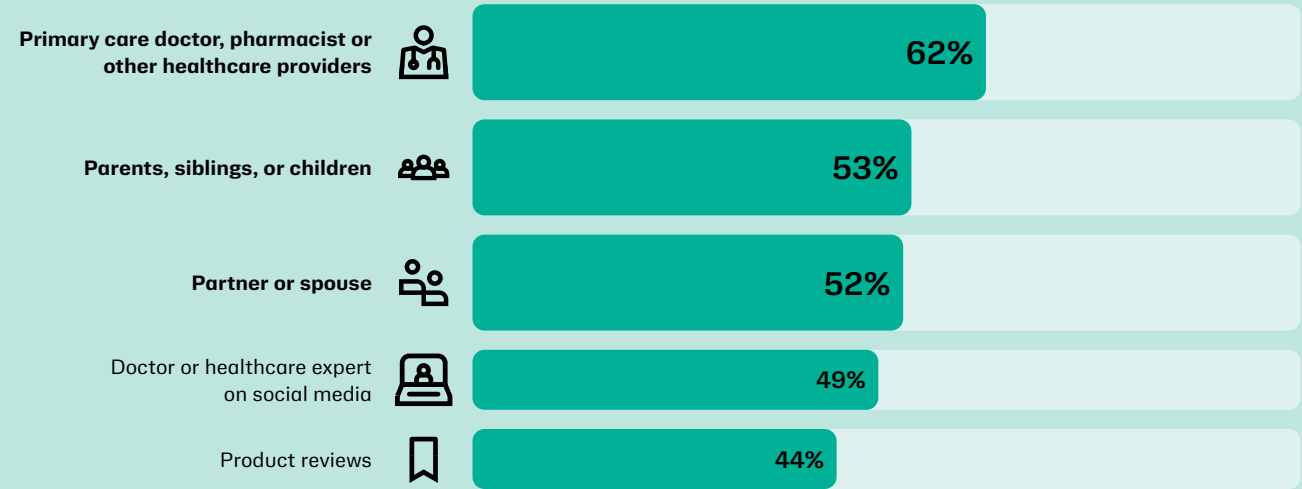


# Healthcare Providers are the #1 Trusted Source of Information

Nearly two-thirds of consumers “completely” or “mostly” trust their primary care or other healthcare providers when seeking information about routines.

Over half of consumers (53%) say they trust guidance from their family about personal care decisions and the same share (52%) trust their partners. These sources are the second and third most trusted globally, just behind healthcare providers. This highlights the enduring power of loved ones in personal care, where wisdom is passed down by the people they already trust most.

Top five sources trusted for personal care information  
Top-two-box agreement: completely or mostly trust; Among global consumers with routines

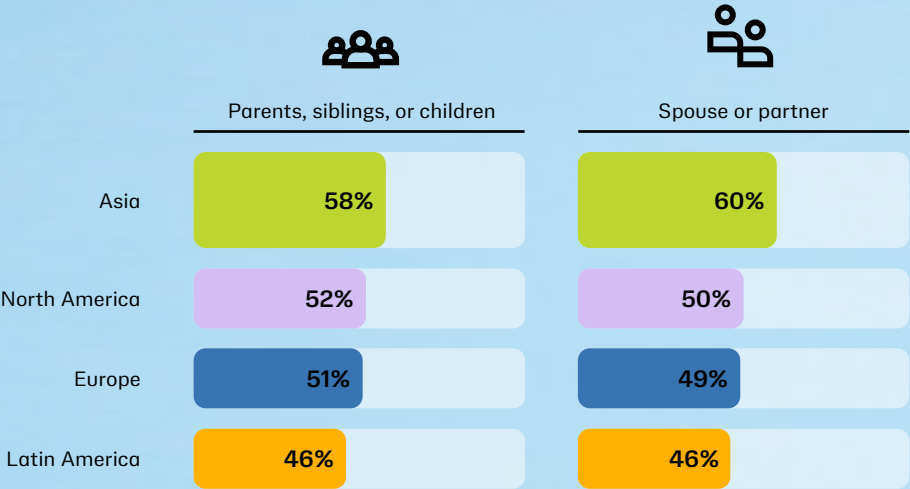




# Loved Ones Inspire Routines

**In Asia, this trust is even stronger:**  
**Three in five** consumers trust their family’s advice, underscoring the deep cultural significance of familial and generational influence in personal care decisions.

**Trust in family and loved ones for personal care information**  
Top-two-box agreement: completely or mostly trust; Among global consumers with routines



# Trusted Sources versus Trending Voices

Consumers prioritize immediacy, convenience, and availability when searching for personal care information, often over credibility alone.

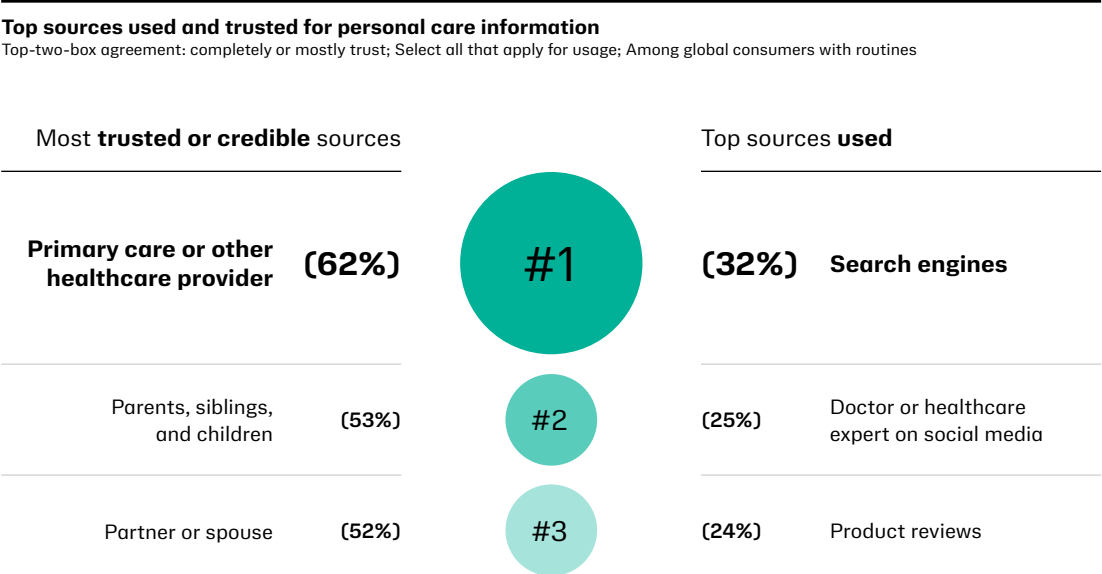
Healthcare providers and family members are the most trusted sources, but **trust does not always guide where consumers go first for information**. Consumers more often turn to online sources as their initial stop when searching for personal care information.

In fact, only **one in five** consumers say they seek out personal care information from family members (21%) or personal HCPs (20%).

In contrast, **search engines are the most used source for accessing personal care information**, cited by one third of consumers.

“We look for information that is easy to act on immediately. Healthcare guidance is often not immediate. It is preventative, which takes time to assess whether it works.”

Michael Norton, author of “The Ritual Effect”; professor, Harvard Business School



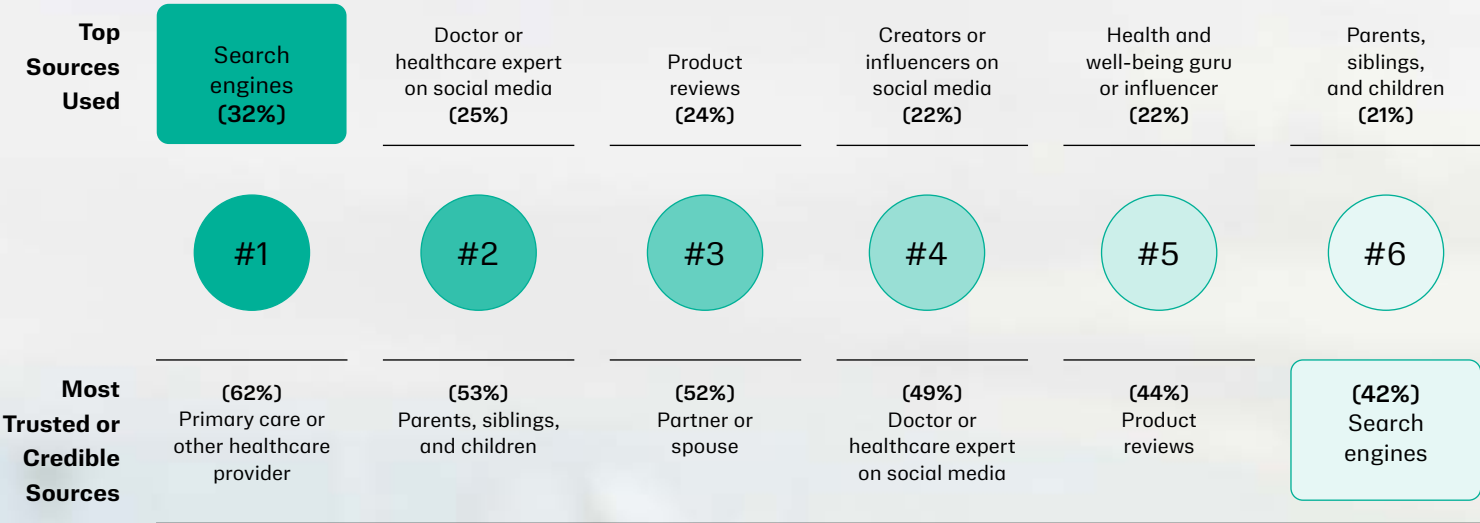


Interestingly, search engines are ranked as the sixth-most trusted source of information...

...falling behind HCPs, family and partners, HCP influencers, and product reviews.

While consumers see healthcare providers as credible, getting their advice often may feel out of reach—driving many to turn to more immediate, convenient sources instead.

Top six sources used and trusted for personal care information  
Select all that apply for usage; Top-two-box agreement: completely or mostly trust; Among global consumers with routines



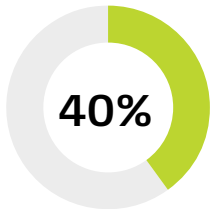
# Trusted Less, Used Most: the Social Media Paradox

Social media is not universally trusted for personal care information, but it remains widely used for its instant convenience.

Younger audiences turn to social channels even more than older generations. Gen Z’s top used source for information is social media influencers and content creators, followed closely by health or well-being influencers and doctors on social media. They turn to their HCPs and family less than those same digital sources.

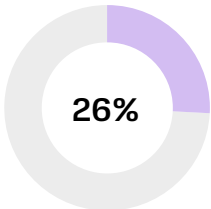


Trust of social media influencers varies across the world

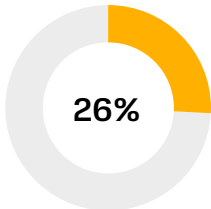


of consumers in Asia say they **trust social media influencers**

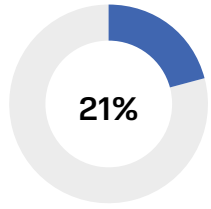
Compared to



North America



Latin America



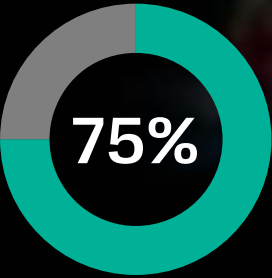
Europe

# Counterfeit Concerns in Social Media Feeds

When asked about their biggest worries on social media related to personal care, most consumers are concerned they may be buying counterfeit products through social media channels.

Just behind counterfeit risks, two-thirds of consumers (68%) also worry about running into unverified product claims on these platforms.

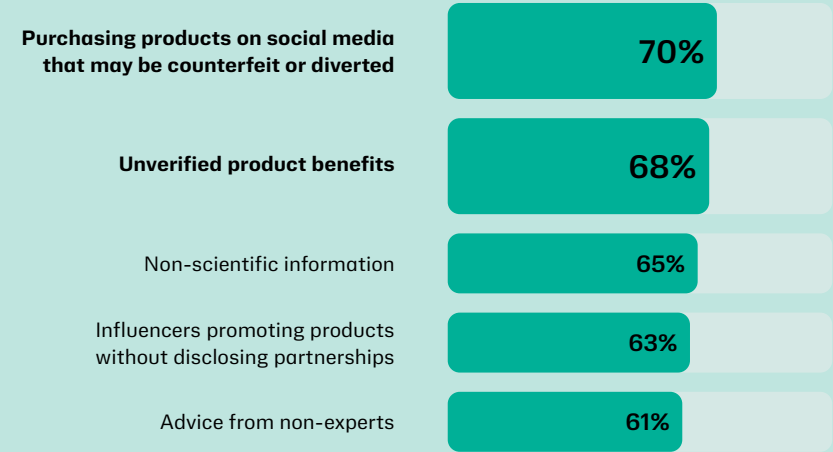
Older generations feel it most strongly:



of baby boomers worry about counterfeit purchases from social media.



Top five concerns related to personal care information on social media  
Top-two-box agreement: very concerned or concerned; Among global consumers with routines



Consumers continue to question the credibility of the advice they receive on social media:

More than **three in five** are concerned about recommendations coming from unqualified voices on social media.

This reinforces the role that scientific voices and medically trained experts play in consumer trust.



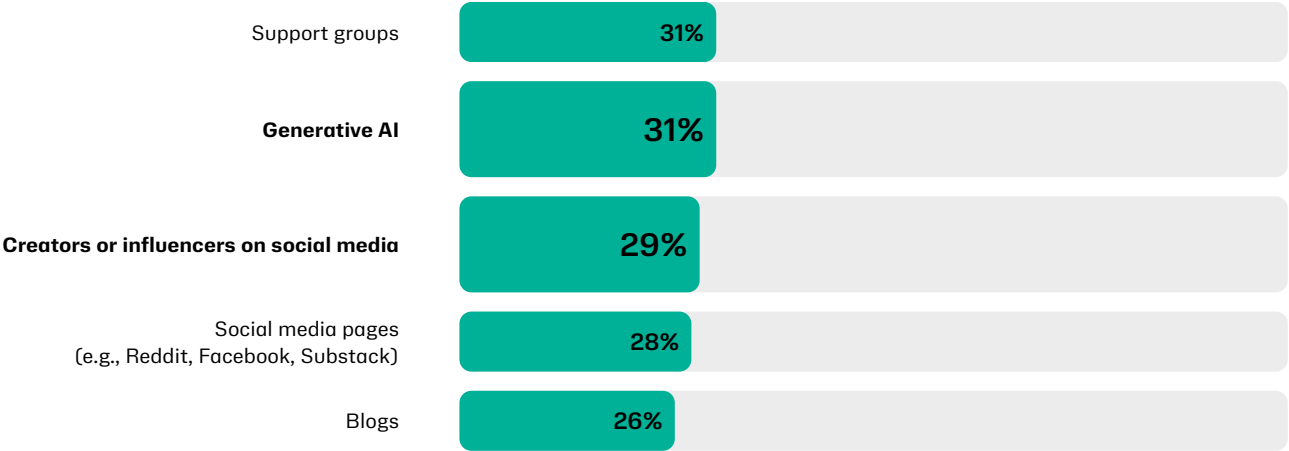
# AI is Popular, but not Persuasive

Generative AI tools are becoming a bigger part of how people research personal care information, but consumers are still unsure about trusting them.

For example, **only about a third** of those with routines say they trust generative AI as a source of information.

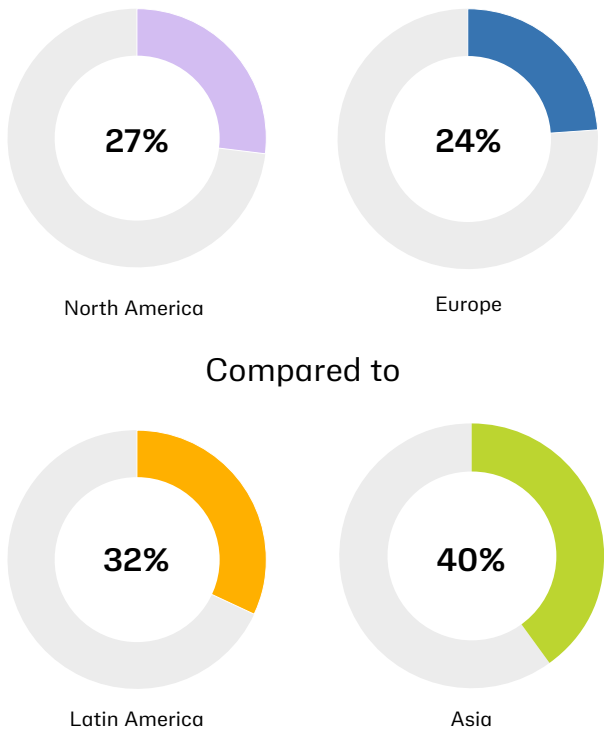
Trust in generative AI (**31%**) is about the same as trust in social media influencers and content creators (**29%**), a sign that AI is becoming more influential but still has work to do in earning consumer confidence.

Five least trusted sources of information  
Top-two-box agreement: completely or mostly trust; Among global consumers with routines



Trust in AI is not consistent around the world.

Consumers in **North America** and **Europe** are less likely to trust generative AI for personal care guidance than those in other parts of the world.



# Legacy Brands Win Consumer Trust

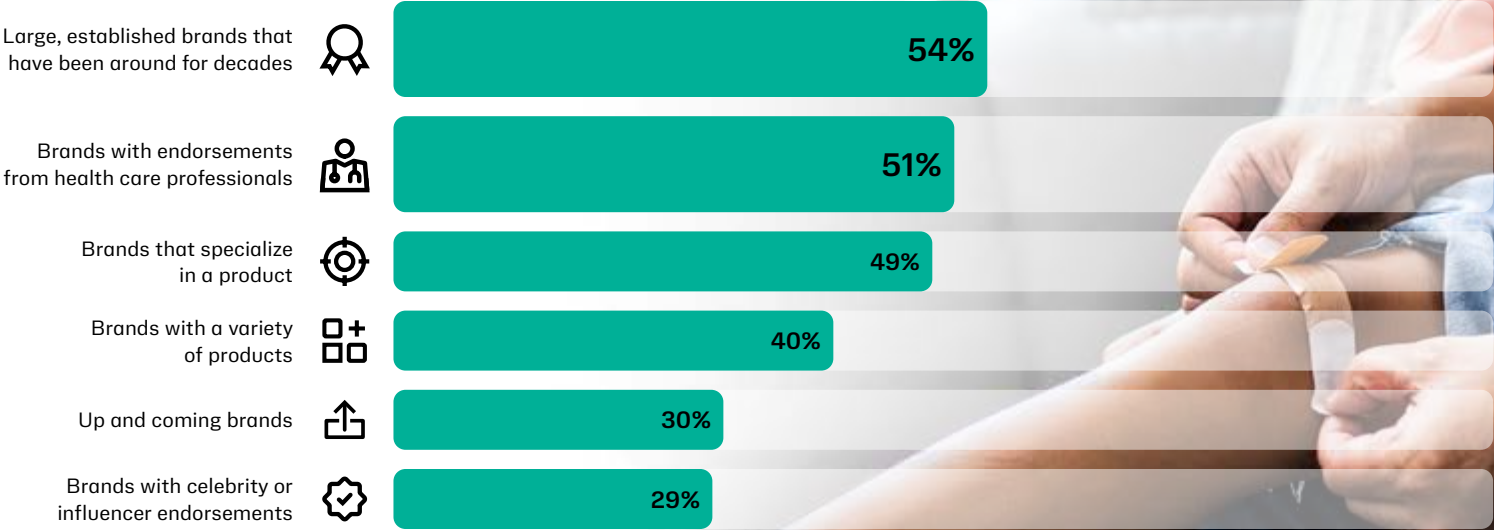
Consumers view large, established brands as the most trustworthy among personal care brands.

In fact, consumers are nearly **twice as likely** to trust large brands that have been around for decades than up and coming brands.

Most (**51%**) also place high value on brand partnerships with healthcare providers.

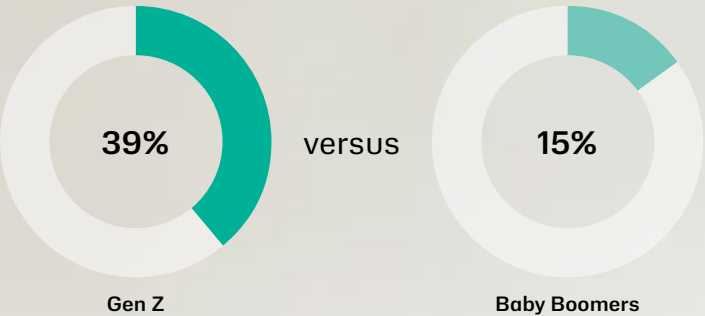
This aligns with earlier findings that HCPs are the most trusted source of information—highlighting the **powerful combination of trusted brands and HCPs in delivering credible, consumer-valued guidance.**

Types of brands trusted to give credible information online about personal care routines  
Top-two-box agreement: completely or mostly trust; Among global consumers with routines

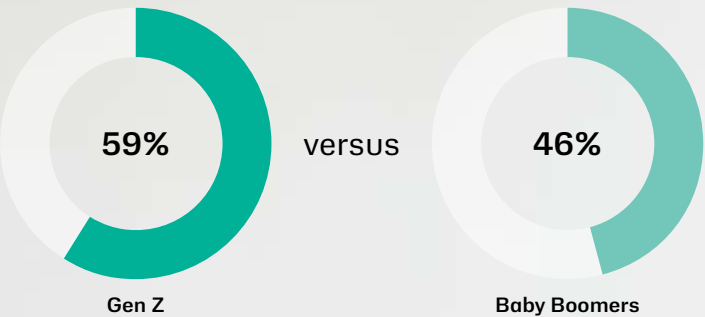


# Gen Z Embraces a Variety of Trusted Brands

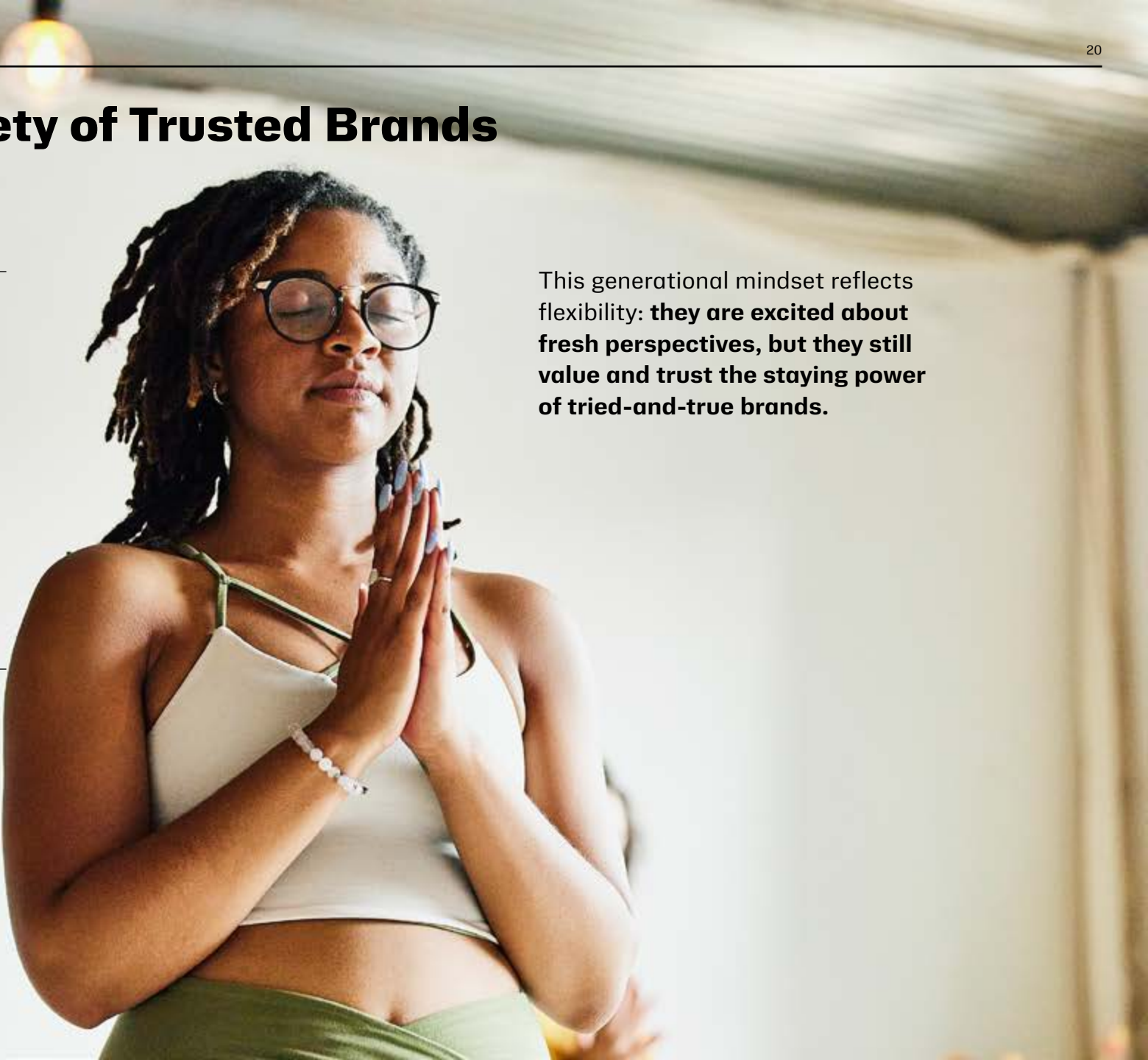
Not only are Gen Z more likely than baby boomers to **trust up-and-coming brands**



But they also express **greater trust in legacy brands**



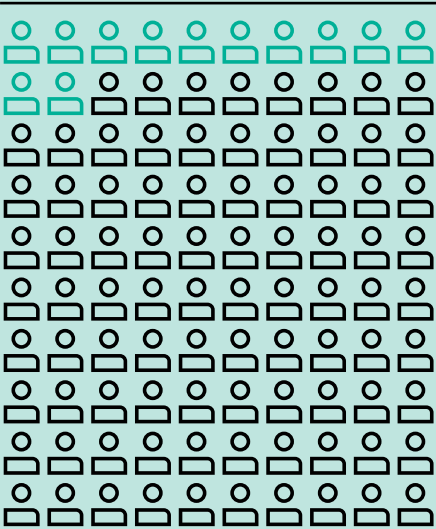
This generational mindset reflects flexibility: **they are excited about fresh perspectives, but they still value and trust the staying power of tried-and-true brands.**



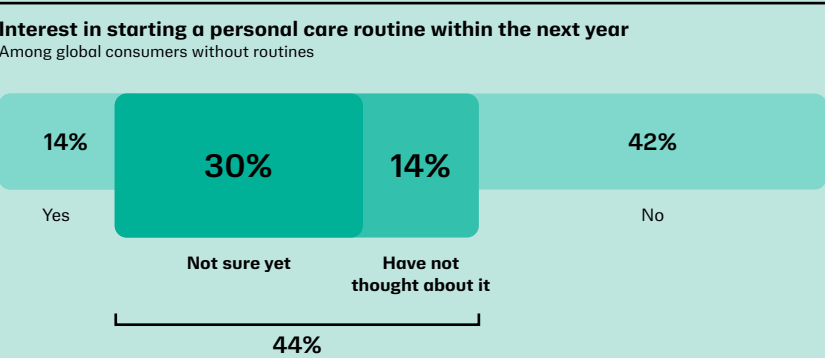


# Starting Stalled by Information Overload

Most consumers around the world have some form of a personal care routine, but 12% do not.



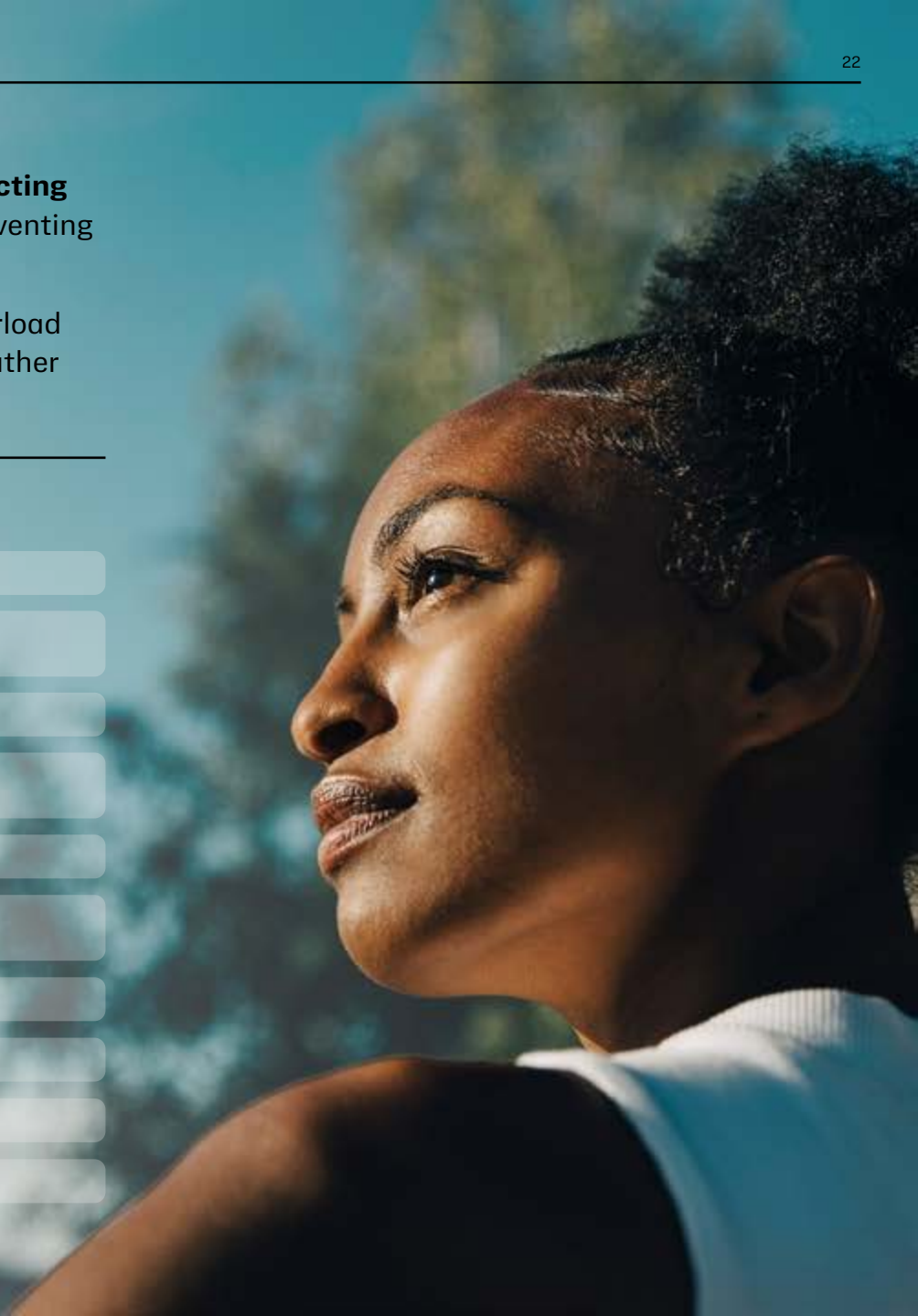
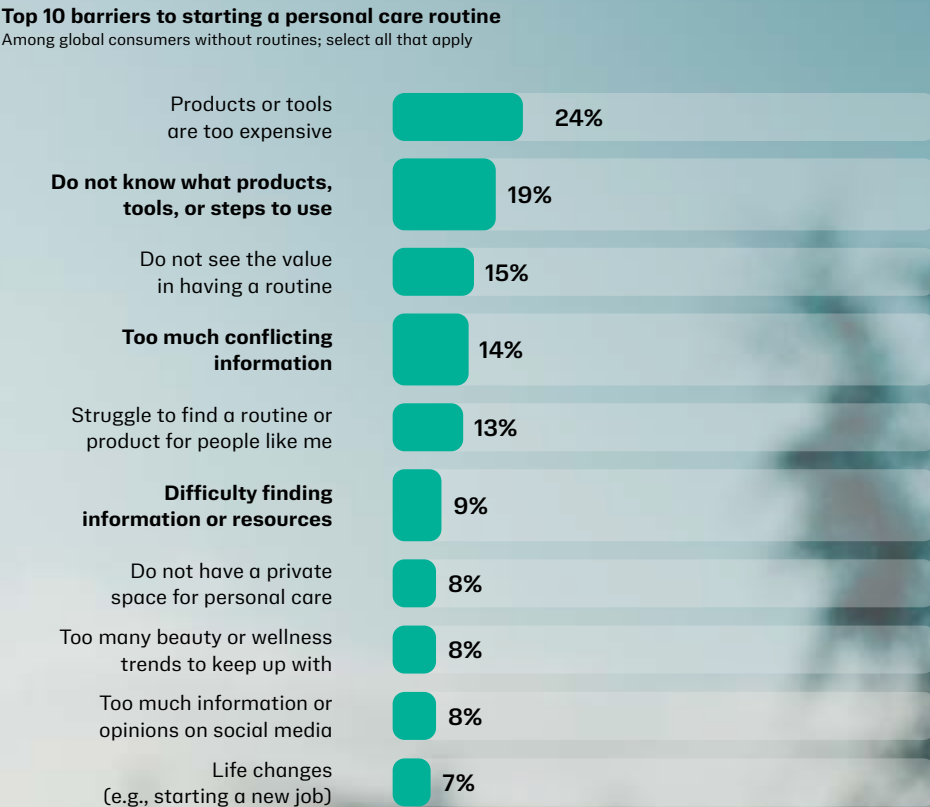
And among those without a routine, not knowing where to start is a big reason why. A near majority, **44%**, are either unsure about starting a routine or simply have not considered it yet.



This hesitation largely comes from gaps in knowledge.

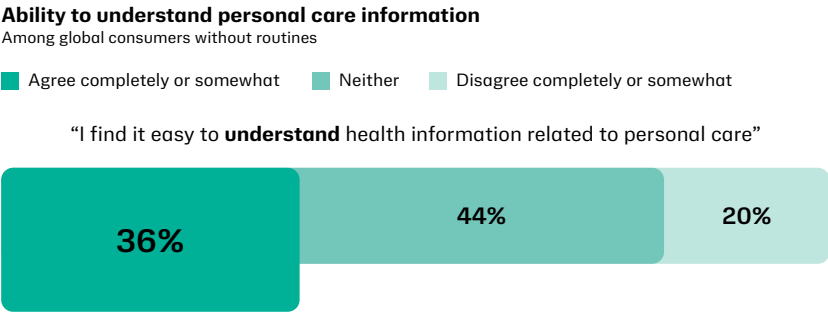
A top barrier to starting a routine is **not knowing what products or tools to use**, followed by **too much conflicting information** and **difficulty of finding information** preventing them from starting a routine.

These hurdles reveal that product and information overload can often lead to feeling overwhelmed and confused, rather than empowering choice and decision-making.

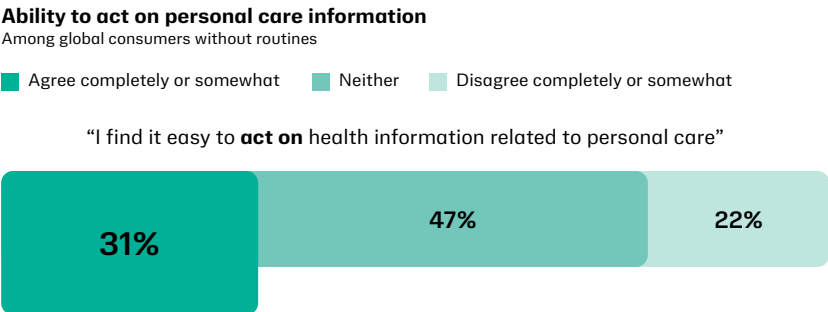


Information overload does not just hold people back from starting routines—it also affects how confident they feel about understanding personal care health information.

Only **36%** of those **without routines** say they find personal care-related health information easy to understand compared to a striking **71%** of those who have routines.

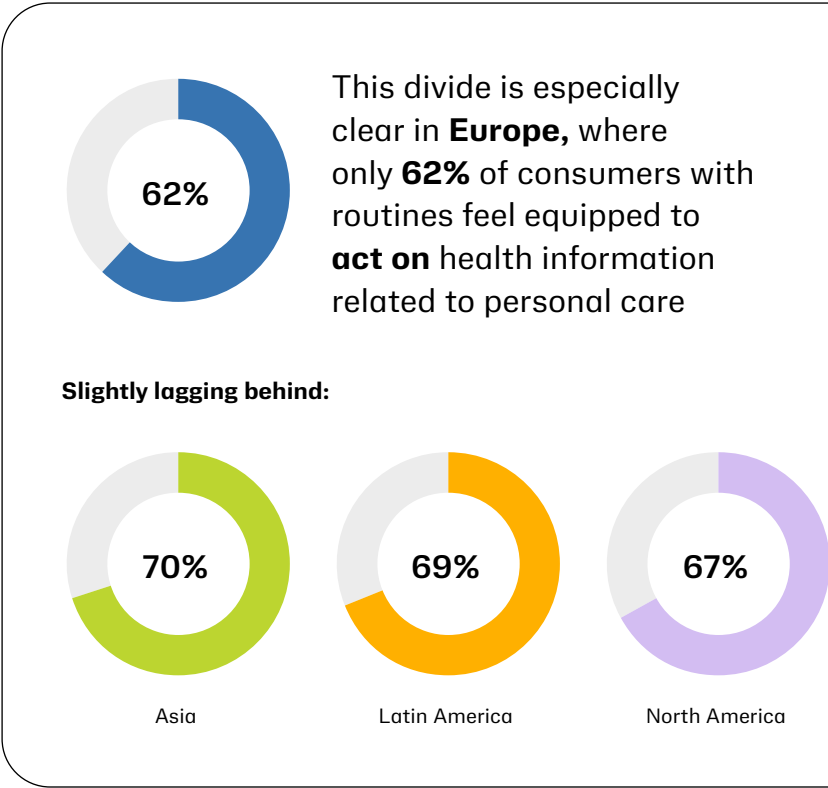


Just **31%** of consumers **without routines** feel equipped to act on personal care health information, while **67%** of those with routines say they are prepared to do so.



This is not just a knowledge gap; it is also a gap in behavior.

This suggests that not having a routine may contribute to less confidence in interpreting health information, or conversely, that generally lower health literacy may be a barrier to starting a routine in the first place.





# 2

## Foundations:

Motivations,  
Milestones, and  
Mindsets of  
Personal Care



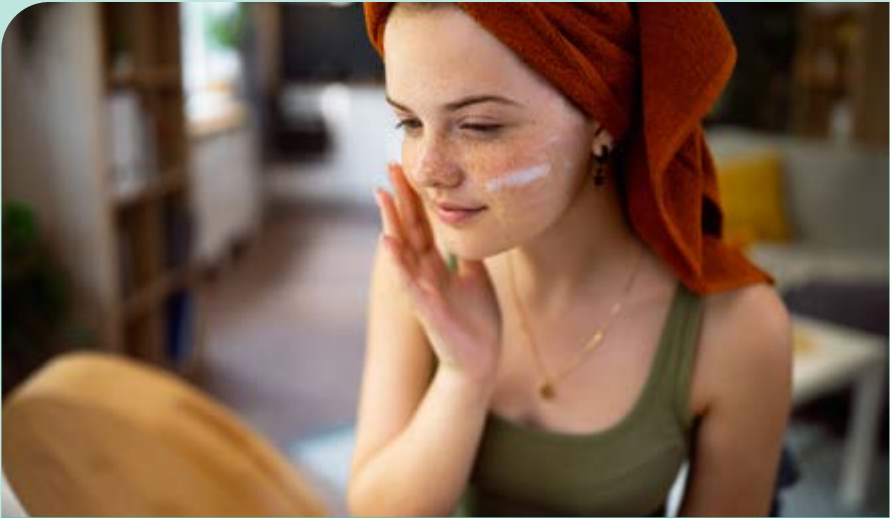
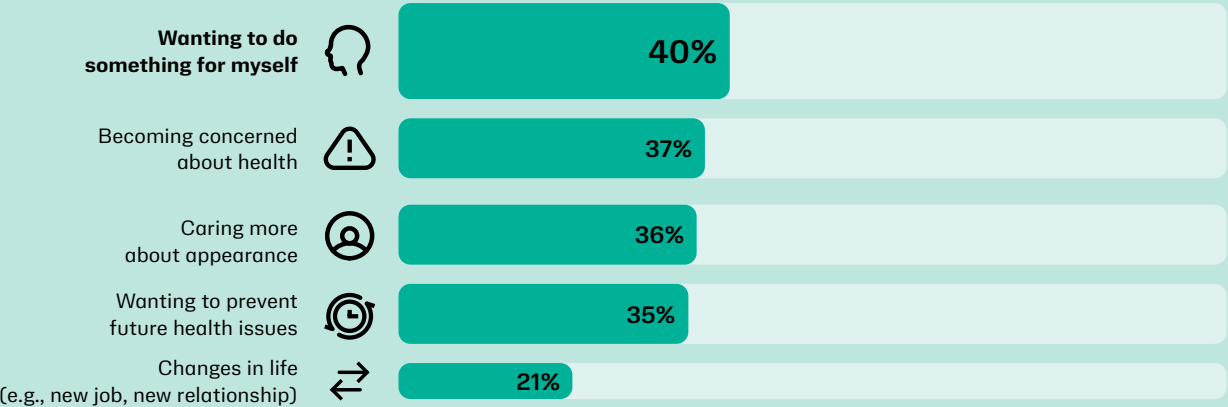
# Deeply Personal, Personal Care

Most people start personal care routines for one reason: **themselves.**

Consumers are **twice as likely** to say they start a routine for themselves rather than because of general life changes such as starting a new job.

This signals that personal care is usually not a reaction to external influences or societal pressures. Instead, routines are often self-directed, showing a desire for control and purpose in **routines that serve their personal goals and benefits.**

Top five reasons to adopt current personal care routines  
Select all that apply; Among global consumers with routines



While self-motivation drives routines across generations, **Gen Z’s** routines are more likely to be sparked by social connections, as they draw inspiration from their peers and online culture before making their own decisions.

Among Gen Z globally, **15%** learned where to start their own routine from their friends’ routines, nearly double the rate of Gen X and baby boomers.

Similarly, nearly a quarter (**22%**) of Gen Z point to social media influencers as inspiration, compared to less than **10%** of older generations.

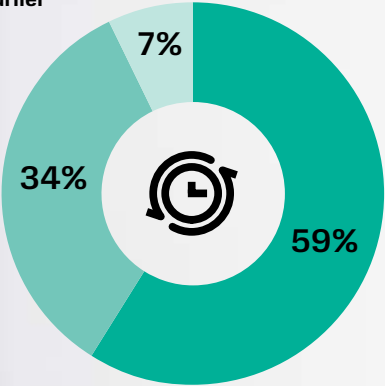
# Earlier the Start, the Better

Most consumers begin their personal care routines in adulthood...

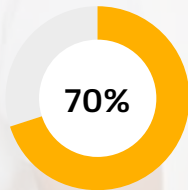
... but the majority (59%) regret not starting even sooner. This aligns with the fact that nearly half (46%) started between ages 19-34, and over a quarter waited even later.

Regret not starting personal care routines earlier  
Among global consumers with routines

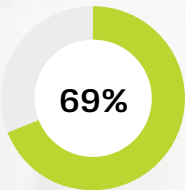
- Wish they started earlier
- Believe they started at the right time
- Unsure



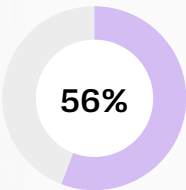
This feeling of regret is particularly strong in **Latin America** and **Asia**, where the majority wish they had begun their routines sooner.



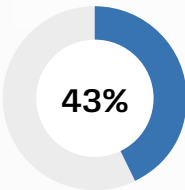
Latin America



Asia



North America



Europe



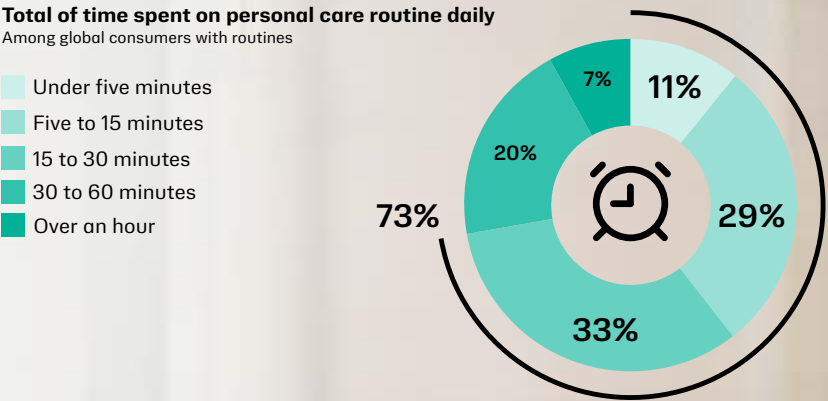
The desire to start routines earlier is also more pronounced among younger generations. Two-thirds of Gen Z (66%) and millennials (64%) wish they had begun sooner, despite being closer in age to when they first started their routines. **Gen Z and millennials express this regret more than older consumers, suggesting that many already feel behind.**



# Short Routines, Strong Results

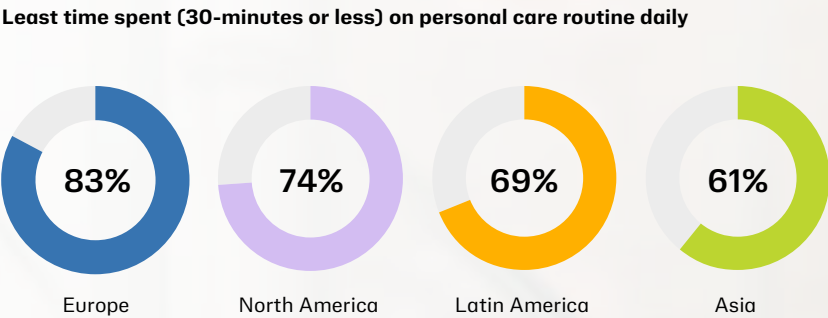
Most consumers globally dedicate a modest amount of time to personal care practices:

A striking **three-quarters** spend less than 30 minutes on their personal care routine daily, and **40%** spend less than 15 minutes.



The amount of time people spend on their routine varies by region.

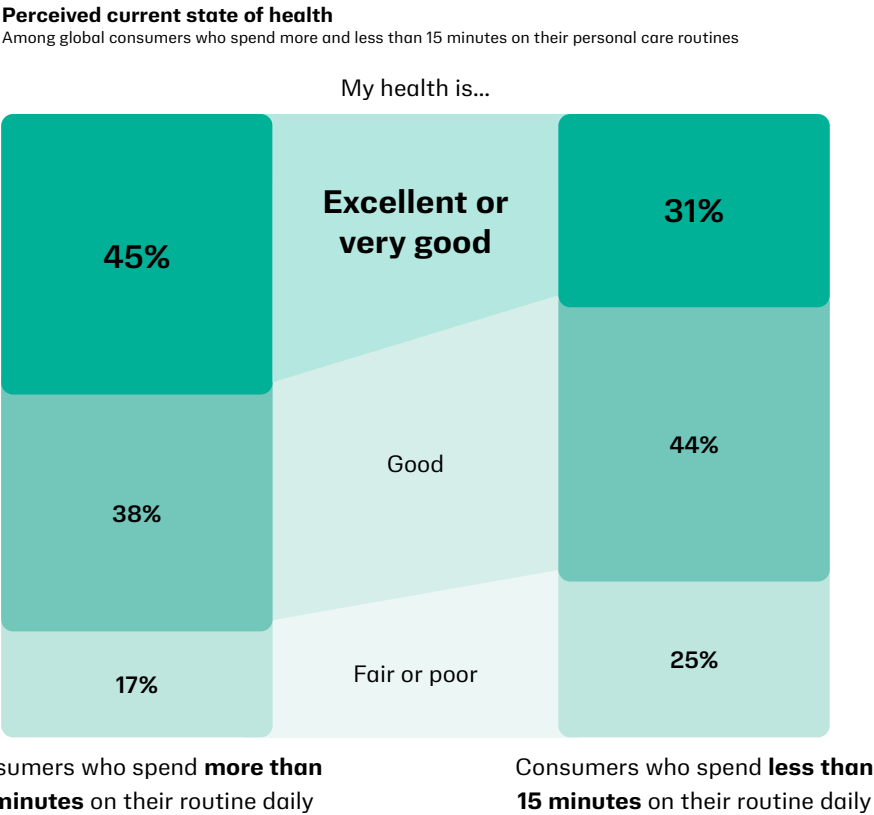
**Europeans** tend to keep their routines shorter, while consumers in **Asia** tend to dedicate more time to their daily personal care routines.



Interestingly, there is a positive link between the length of routines and perceived health outcomes.

Consumers who **spend over 15 minutes daily** on their routine are significantly more likely to **report being in good health (45%)**, compared to only **31%** of those who spend less time.

While this insight does not definitively conclude that more time spent causes better health outcomes, it shows that those who invest more time in their personal care routines perceive greater health benefits.



This time-health link also reflects how longer routines support more preventive and long-term goals.

For those who spend over an hour a day on personal care, **about half (49%) say their routine protects their body from long-term damage and 45% say it helps them prevent future health issues.**

In contrast, only **29%** of those spending under 15 minutes and **20%** of those spending less than five minutes say the same.

# **For 88% of consumers globally,**

**personal care is seen as positively contributing to their health.**

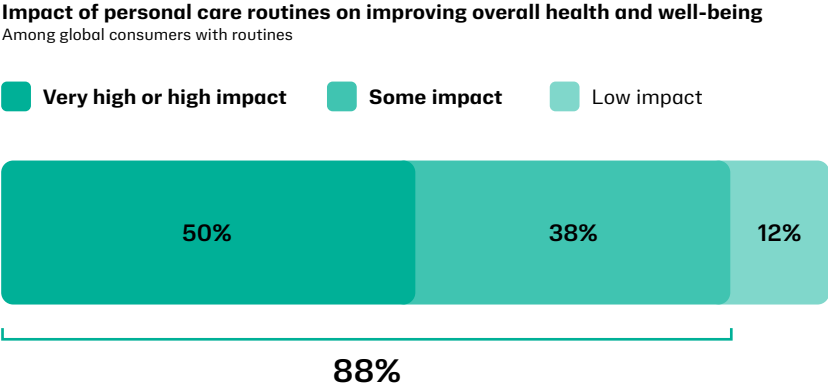




# Daily Routines for Real Health Impact

Despite spending a modest amount of time on their routines, consumers globally believe their daily practices make a real difference.

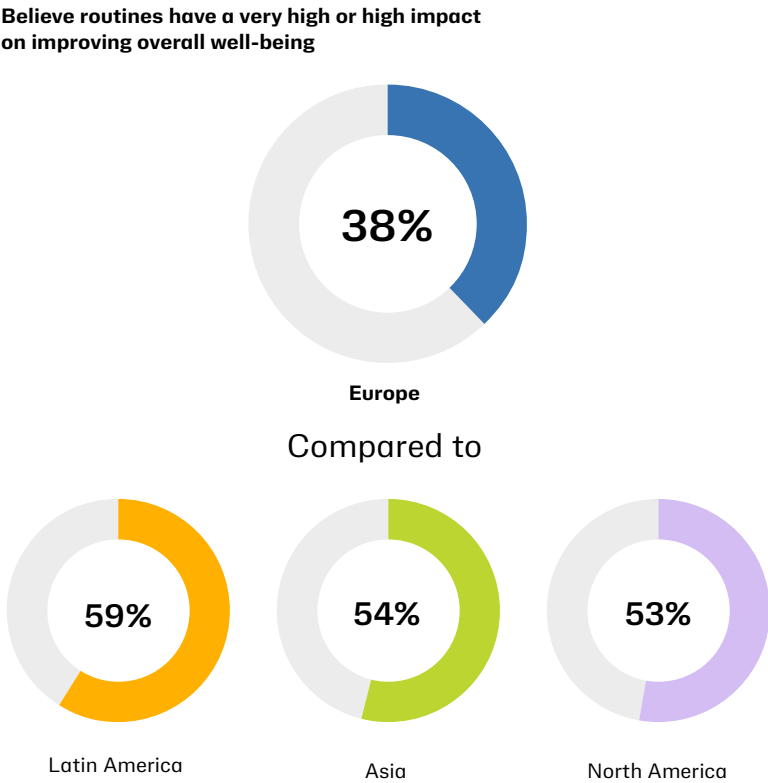
Half of consumers believe their personal care routine has a “very high” or “high” effect on their overall health and another third believe these routines offer at least “some” impact.



This broad consensus shows that personal care is not just a habit; it is something people clearly connect to their overall well-being.

However, Europe slightly diverges.

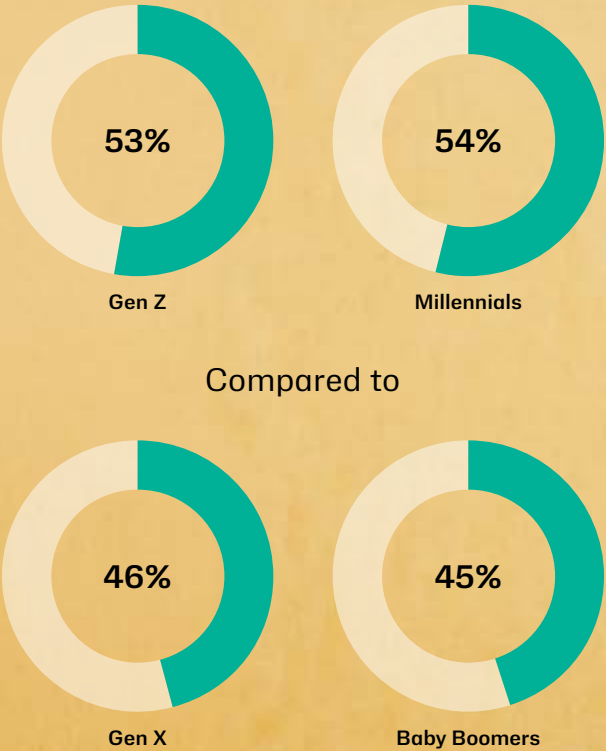
Only **38%** of European consumers perceive their routines as having a high impact on health, with particularly low agreement in Germany (**27%**) and France (**36%**), compared to **51%** in the UK.



Younger generations  
feel this connection  
most strongly.

Gen Z and millennials are more likely than older  
generations to acknowledge the positive link between  
their routines and their well-being.

**Believe routines have a very high or high impact on improving overall well-being**  
Among global consumers with routines



# 3

## Consistency:

Health Outcomes  
of Personal Care  
Routines





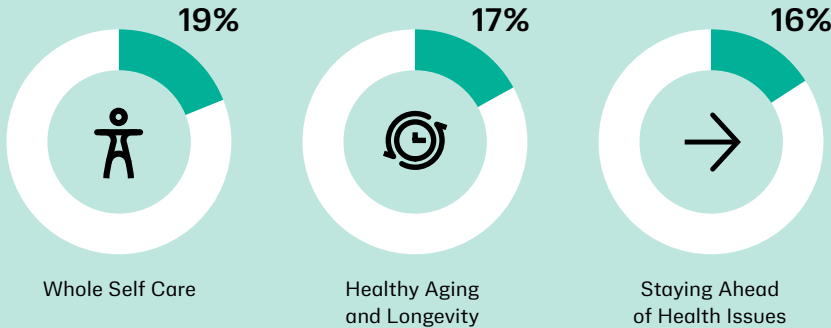
# Whole-Being Approach to Personal Care

For most people, personal care is not just about enhancing their appearance.

Instead, it is driven by a strong focus on supporting overall health and well-being.

When asked how they define their personal care practices, consumers most strongly relate to routines centered around “taking care of their whole self—mind, body, and spirit,” around “aging well and long-term health,” and around “staying ahead of health issues.” Fewer consumers identify with “polished and presentable routines” that primarily “boost confidence and appearance” to “look good and feel good.”

Type of personal care routine consumers relate to most  
Routine ranked as #1 most relatable; Among global consumers with routines



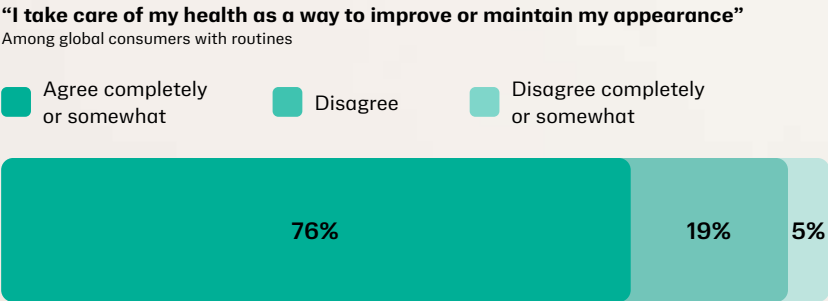
“Personal care is shifting away from hygiene and beauty into self health and finding purpose. Personal care includes physical and mental health, along with emotional and spiritual dimensions. People are not just “not sick”— they want to feel vital, resilient, and in control.”

Prof. Dr. Koen Kas, CEO of Healthskouts; author of “Epic: Unleash Your Full Potential Through Health, Art & Technology”

# Where Health and Appearance Intersect

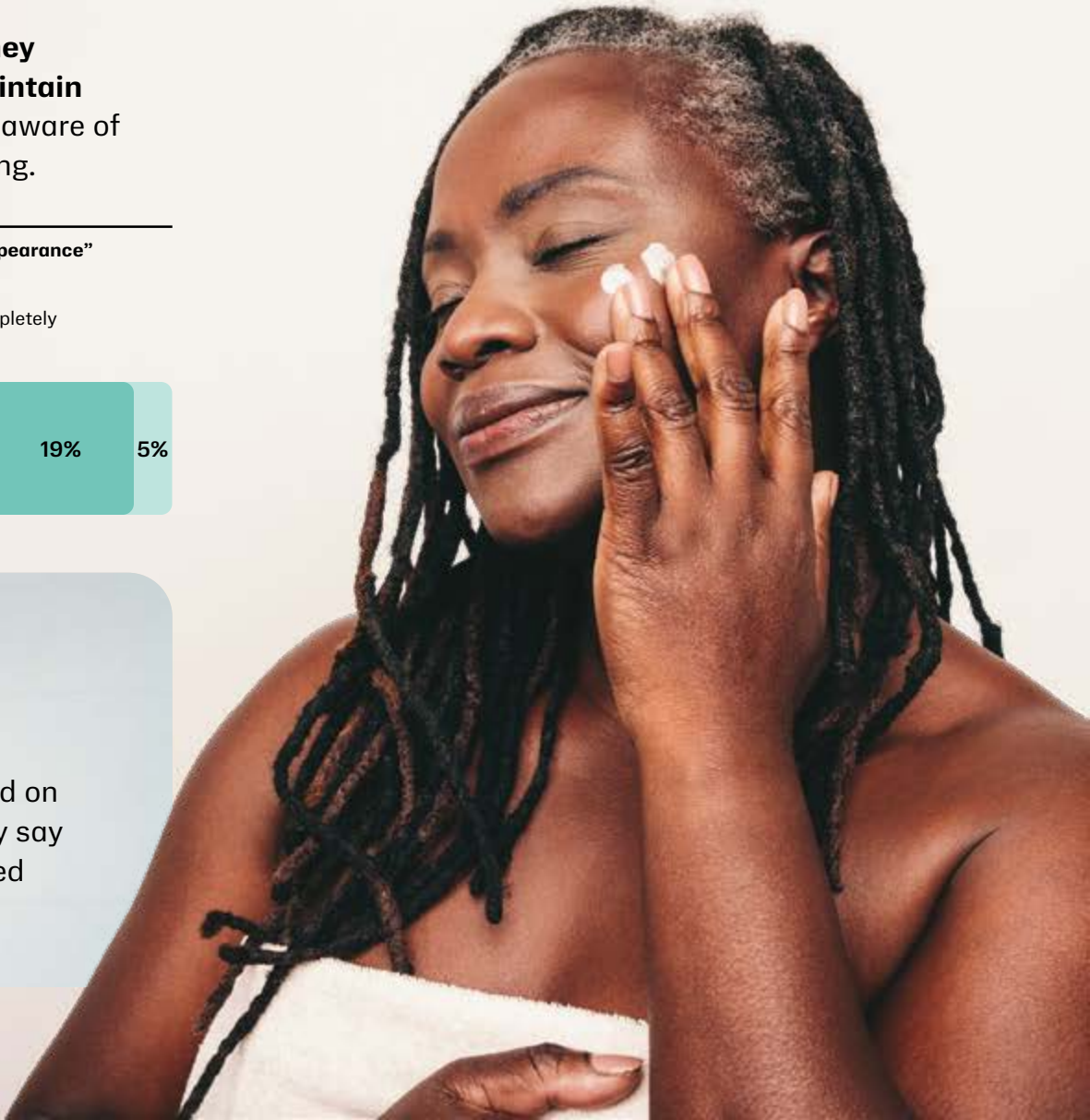
While health dominates personal care routines, consumers see a connection between prioritizing health and maintaining outward appearance.

Three-quarters of consumers say that they actively prioritize their health to help maintain their appearance, revealing that most are aware of how outer beauty can reflect inner well-being.



The tie between health and appearance is especially strong in how Gen Z approaches personal care.

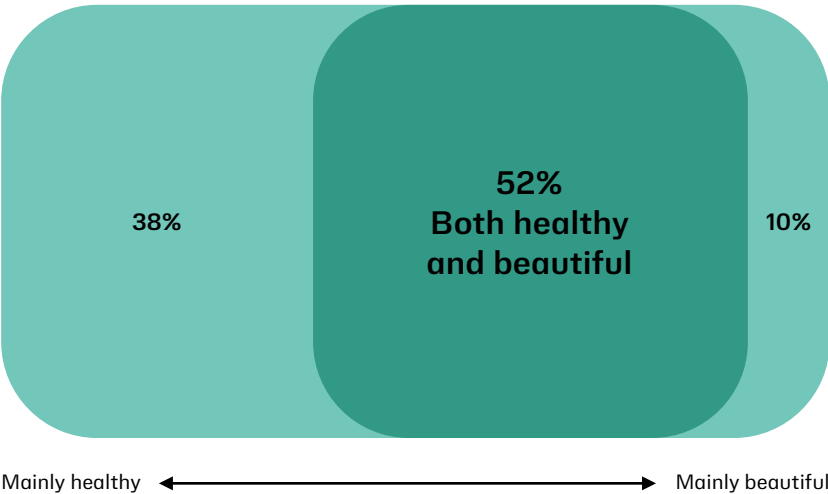
Gen Zers lean more toward routines focused on appearance than other generations, as they say their personal care routines are more aligned with being “polished and presentable.”



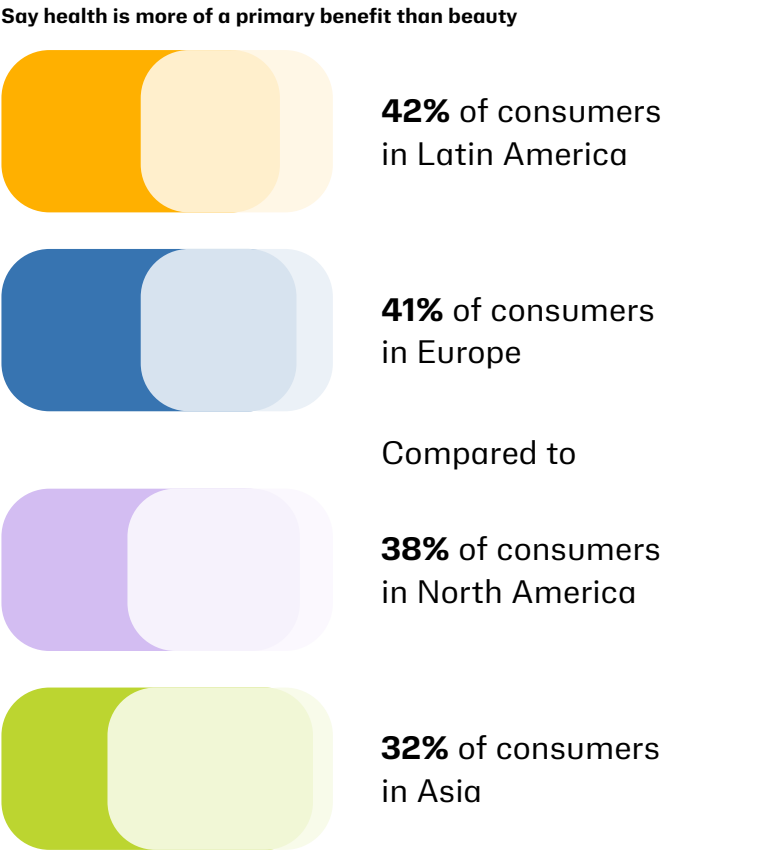
This connection is also reflected in how consumers balance beauty against health benefits in their routines.

The majority (52%) indicate their routines are meant to keep them both healthy and beautiful. However, when breaking it down further to a singular benefit, a health-first mindset still takes the lead: roughly **two in five consumers state that their routines are exclusively for health**, whereas a smaller share view their routines as exclusively for beauty. Older generations hold more of a health-first over beauty-first approach to their routines. Over half of baby boomers (51%) say their routines are purely for supporting their health, well above the global total (38%).

“My personal care routine is meant to keep me...”  
Among global consumers with routines



While well-being is a growing motivation globally, regional associations between health and appearance may influence how consumers think about their habits.





# Routines Target Health Concerns Today and Tomorrow

Consumers globally say the number one benefit to having a personal care routine is simple yet powerful: to improve their overall well-being.

Looking beyond holistic health, the second most critical benefit consumers cite is the proactive aspiration to safeguard their well-being by protecting them from long-term damage.

Top ten benefits of having a personal care routine  
Select all that apply; Among global consumers with routines

Improve or maintain my overall health and well-being

40%

Protect from long-term damage

35%

Enhance or maintain my appearance

35%

Have control over my health and well-being

34%

Feel confident or improve self-image

33%

Support my mental or emotional well-being

32%

Prevent future or escalating health issues

32%

Feel mentally or physically youthful

30%

Feel ready and motivated for the day

30%

Reduce stress or avoid burning out

26%

These dual benefits—**addressing current health needs while simultaneously investing in the future**—highlight consumers’ preventive approach to health embedded within daily routines.

Beyond broader aspirations, consumers expect routines to support more specific and tangible health concerns today and in the future.



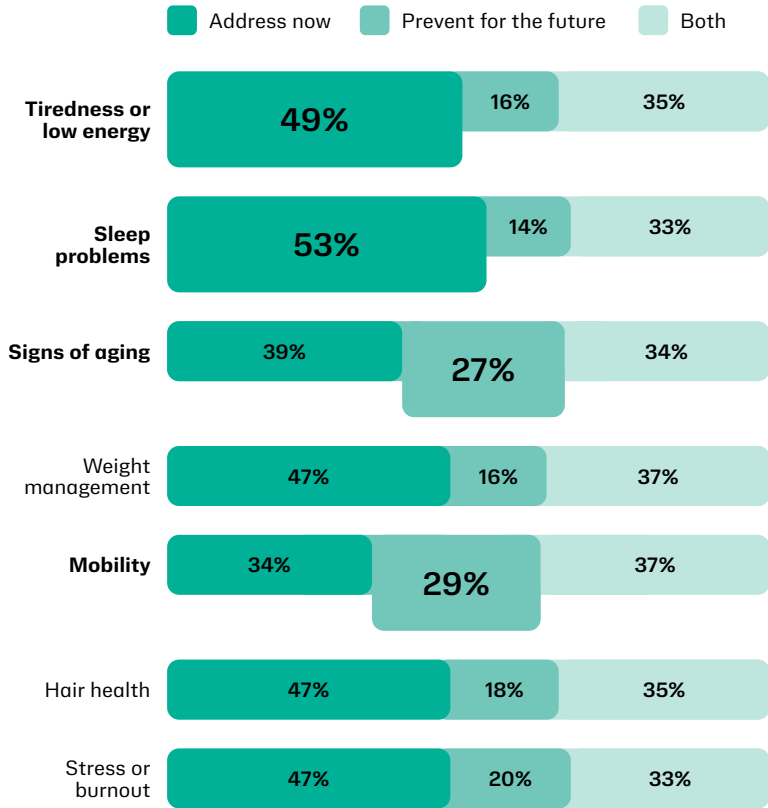
Nearly half of consumers say they expect their personal care routines to help manage sleep (53%) and energy (49%)—the two most commonly cited concerns.

These two priorities are closely connected. And as both are top concerns to manage, people may increasingly recognize that rest fuels energy, and that sleep is not just about recovery—it is essential for how they function day to day.

Notably, **aging and mobility concerns emerge as the top health issues consumers are looking to prevent for the future** through their current personal care routines.

This forward-looking emphasis for long-term preventive benefits suggests that **consumers expect personal care routines—which could include exercise, healthy eating, and proactively taking wellness supplements—to go beyond immediate results, supporting aging, longevity, and prevention.**

Health concerns consumers look to address using their personal care routine  
Among global consumers with routines



**This proactive mindset is especially pronounced among younger generations. Gen Z and millennials globally are more focused on preventing signs of aging today than Gen Xers, signaling a heightened awareness about long-term personal care routine outcomes.**

Has a personal care routine to help prevent signs of aging in the future



**“** I have seen a cultural shift toward healthy longevity. Consumers, especially younger generations, are not just trying to extend life at any cost. They do not aspire to live longer if it means being hooked up to machines or living with severe cognitive decline. Instead, there is a growing focus on living longer well. The trend is heading toward a version of beauty rooted in health and longevity. Not just appearance, but sustaining well-being over time. **”**

**Deborah Henretta, partner, Council Advisors; vice chair, SSA and Company; former CPG executive**



## **Together, these insights point to a growing shift: routines are not just about today.**

As prevention becomes a core priority for more people, establishing a routine is about preparing for tomorrow, especially for younger consumers who are already investing in the future version of themselves.



# Health at the Heart of Care

Consumers’ broader health-driven approaches to personal care routines also extend to specific steps and rituals across routine practices.

Many consumers surveyed recognize that **regular actions like brushing their teeth, using mouthwash, applying skincare, wearing sunscreen, and taking supplements offer more than aesthetic benefits.**

For example, **78% believe that using mouthwash is not just about preventing bad breath today, but also see it as a way to prevent plaque and gingivitis in the future.** More broadly, four in five consumers view brushing their teeth not just as a cosmetic practice, but they perceive it to be an essential step in maintaining a healthy oral microbiome.

This perspective also extends to skincare, as consumers are connecting the dots between internal well-being and external appearance. **Three in five report taking products like probiotics or prebiotics is not just for gut health, but also for glowing skin. This reflects how consumer awareness of the link between inner health and appearance is growing.**

**Another 73% say they wear sunscreen to not only help prevent burns today but reduce their risk of skin cancer.** Another two-thirds say that using makeup with SPF is not just about looking good, but that it also helps protect against sun damage and spots.

Attitudes about the function of steps in personal care routines  
Top-two-box agreement: Agree strongly or somewhat; Among global consumers with routines



Brushing my teeth is not just for a bright smile—it is also for a healthy oral microbiome

83%



Using mouthwash is not just about preventing bad breath—it also helps to prevent or address plaque and gingivitis

78%



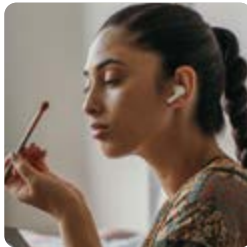
Using skin care products is not just about the radiant glow today—it is also an investment in preventing future signs of aging

77%



I wear sunscreen to help prevent burns today and reduce my risk of skin cancer

73%



Using makeup is not just about looking good—makeup with SPF helps protect against sun damage, spots, wrinkles, and future signs of aging

65%



I take probiotics and prebiotics for both good gut health and glowing skin

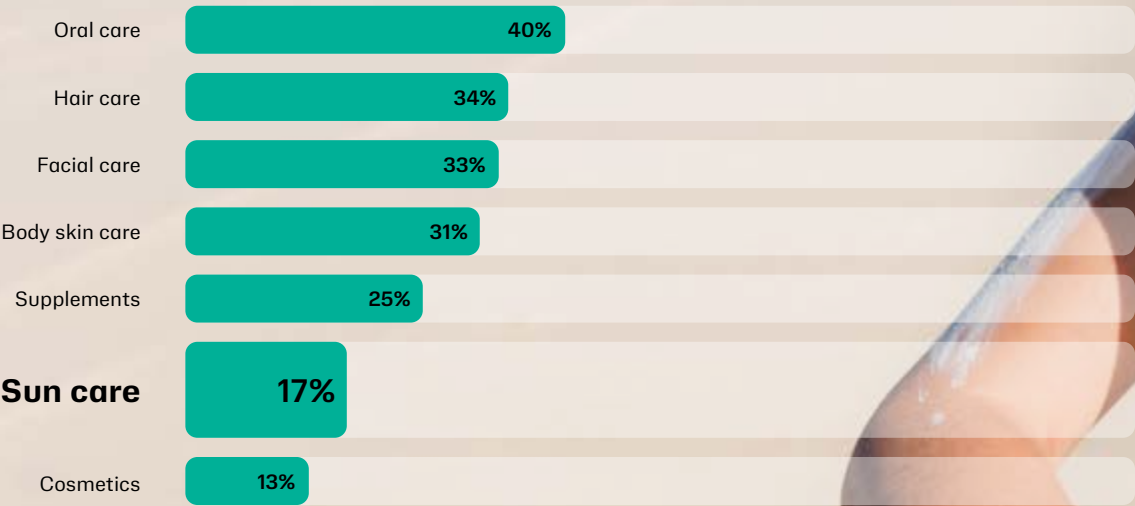
61%

# Sun Care: The Step Consumers Believe In—But Still Skip

While most recognize the preventive benefits of sun care: only 17% consider it one of the three most essential steps in their overall personal care routine.

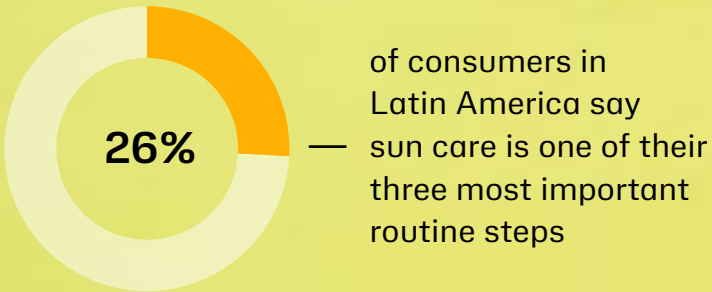
More foundational steps like oral care, hair care, facial and body skincare, and even supplements are seen as much more important than sun care.

Most important steps in current personal care routine  
Select top three most important; Among global consumers with routines

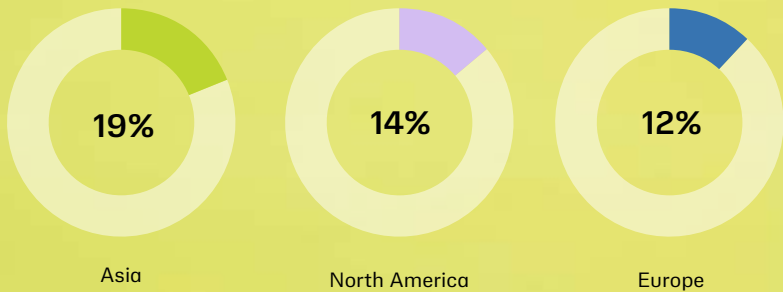




While consumers globally report relatively low prioritization of sun care within their regular routines, **consumers in Latin America find sun care to be more important to their personal care routines than consumers in other regions**, particularly those in North America and Europe.



Compared to



# 4

## **Maintenance:**

Emotional Impacts  
of Consistent Care





**Examining both the positive and negative impacts of personal care routines on overall well-being highlights the role that small, simple acts of personal care can have on mental and emotional health.**



# Expanding Beyond the Basics

Personal care routines are becoming more dynamic and consistent.

Over the past five years, nearly a quarter of consumers (24%) report becoming more consistent with their routines, signaling a growing commitment to adopting more regular personal care habits.

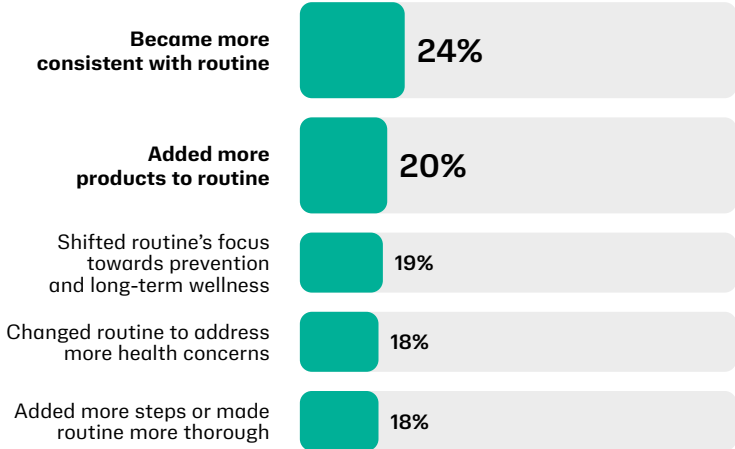
But it is not just about doing the same thing more often. Another 20% say they have incorporated more products into their routines. This is especially true for Gen Z and millennials who are more likely to have added specialized or targeted products, such as those for sensitive skin, compared to older generations into their routines over the past five years.

As consumers become more consistent with routines, one in five are also increasingly adopting a more proactive approach to personal care: 19% agree that their routines have changed by focusing more on long-term wellness and prevention.

For this share of consumers, consistency is not just about adhering to routines today but also about maintaining habits to support future well-being.



Top five ways personal care routine has changed over the past five years  
Select all that apply; Among global consumers with routines



# Consistency: Not Just Habits, but Headspace

Despite consumers’ increasing commitment to personal care routines, they still encounter persistent barriers to keeping up.

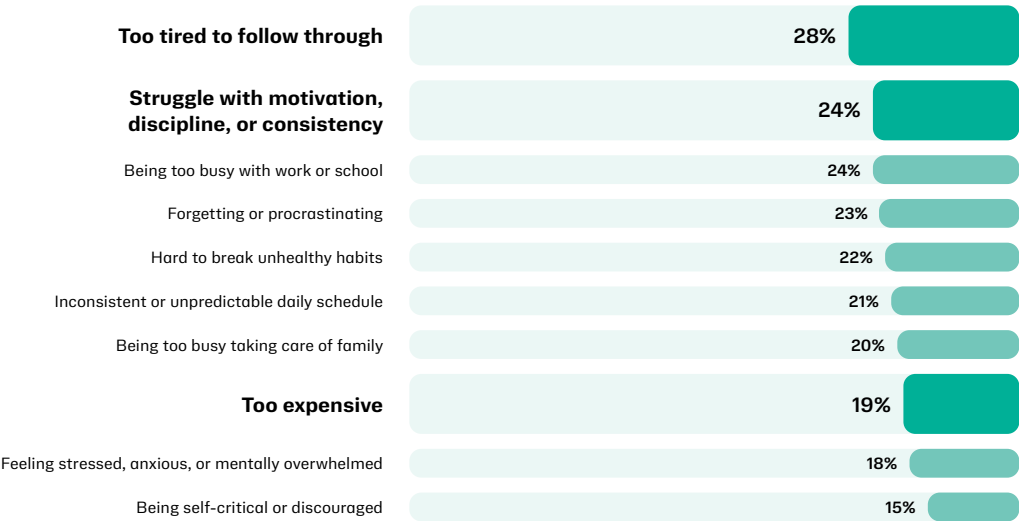
These barriers are not primarily financial obstacles; rather, they are rooted in physical and emotional hurdles.

Fatigue and a lack of motivation are the most pressing reasons consumers struggle to both start and maintain a routine. Nearly one in five people also report feeling anxious or overwhelmed as a reason for difficulty in maintaining their routines.

Cost is not the primary barrier to maintaining a personal care routine. In fact, “being too expensive” ranks as the eighth reason people struggle to keep up with their routines—well behind more immediate challenges like being too busy or tired.

Top ten barriers to keeping up with routines

Select all that apply; Among global consumers with routines



The core challenges consumers face for consistent routines are about the daily juggle of time management and the very real physical and emotional factors. These internal battles are greater barriers to keeping up with a routine than cost.

While consumers do not quit their routines due to cost, price shapes their ability to consistently use specific products within that routine. This distinction matters, as financial stress does not always lead to giving up on personal care, but it can chip away at consistency. **This points to how products, when designed to flex to consumers’ changing budgets and lifestyles, can make consistent care more achievable by reducing the mental load and related financial stress of using products everyday.**

Top ten barriers to regularly using personal care products

Select all that apply; Among global consumers with routines



# The Emotional Toll of Missed Moments

While there are real downsides that accompany the expectation of keeping up with a consistent personal care routine, consumers report experiencing significant mental and emotional impacts when they are unable to keep up with their routines.

Many consumers report feeling guilty or disappointed when they cannot keep up with their personal care routines. Those emotions are often followed by feelings of anxiety or worry, and for some, a more negative perception of their body image. These points of emotional distress, triggered by a missed routine, reveal how personal care practices can deeply intertwine with emotional health and self-perception.

Top five reactions emerged after not being able to complete a routine

Select all that apply; Among global consumers with routines



Have less energy or feel less motivated

24%



Guilty or disappointed

23%



Stressed, anxious, or worried

22%



More negative about body image

20%



Physical discomfort and fatigue

20%



For parents, the impact of maintaining a routine is deeply emotional.

When parents cannot stick to their routines, it is not just about their personal well-being—it is about how they show up and care for others.

In fact, parents are twice as likely to say they feel less caring toward their family when they are unable to keep up with their routine. **11%** of parents believe they are less caring to their kids and partner when skipping their personal care routine, compared to only **5%** of non-parents.

While personal care routines are globally relevant, the emotional stakes tied to them are shaped by cultural values and local societal expectations.

In **Europe** and **North America**, nearly **one in five** consumers say they do not feel noticeably different when they cannot stick to their personal care routine, while emotional responses to missed routines are more pronounced in **Latin America** and **Asia**.

“I do not notice a difference when missing my personal care routine”



# Streamlined Routines, Still Showing Up

When life gets heavy, many consumers do not give up on their routines—they adapt them.

A shorter routine with fewer steps is most helpful when time is tight, but it is also useful when consumers are feeling mentally drained.

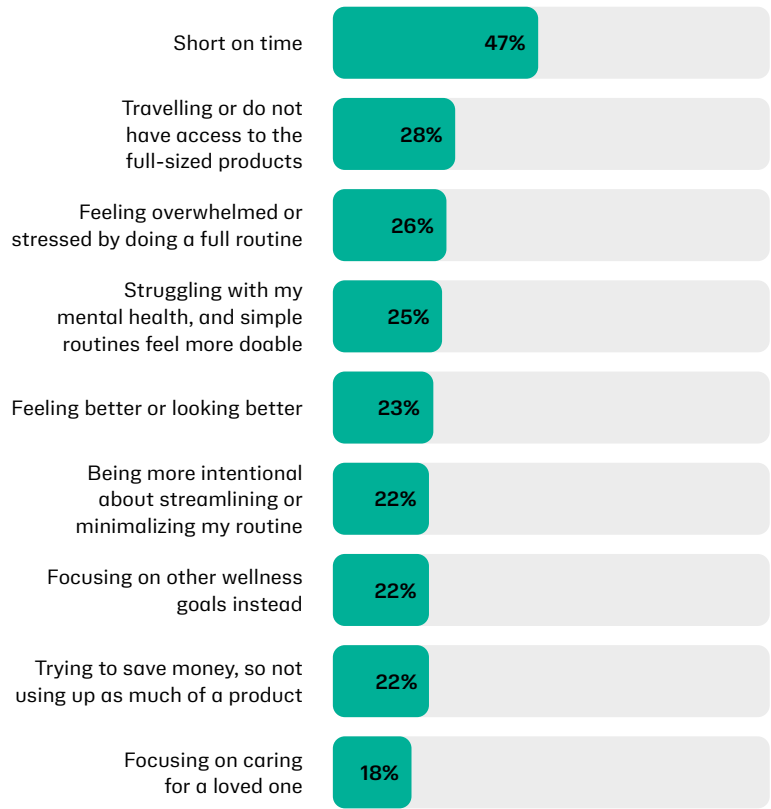
A quarter (**26%**) say they turn to shorthand versions of their routines when they are feeling overwhelmed or stressed by doing a full routine. Another **25%** make the same choice when their mental health is low, saying a shorthand routine feels more manageable and achievable. These approaches allow consumers to continue their personal care without exacerbating—often even relieving—their mental load.



## Reasons for using a shorthand routine

Select all that apply; Among global consumers who have a shorthand version of their personal care routine

“I use a **shorter routine** instead of a full-step routine **when I am...**”



# 5

## The Future:

Evolving Personal  
Care Routines





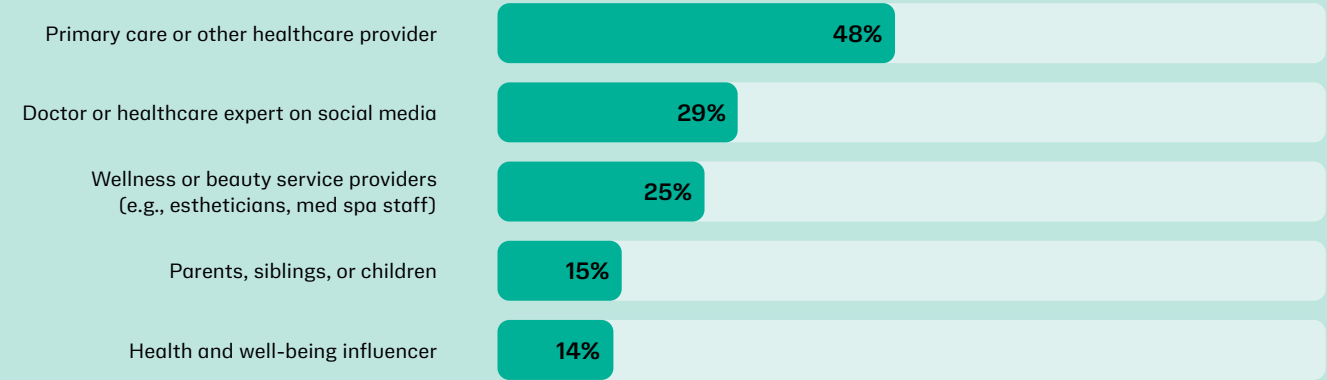
# Relying on Science for Routine Changes

As examined in the first chapter of this report, HCPs are the most trusted source for providing credible information about personal care.

If consumers were to change their personal care routine over the next year, they would also seek advice from these same trusted sources in their decision-making process.

In fact, almost half of consumers say their HCP would most influence how they would switch up their personal care routine over the next year.

Top five most influential sources for changing a personal care routine within the next year  
Select top three; Among global consumers with routines



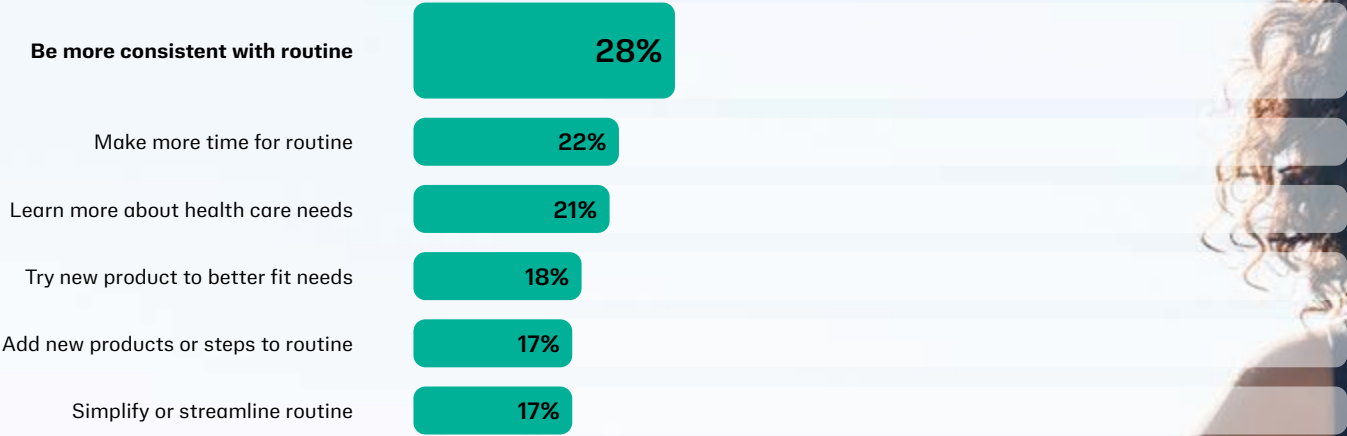
# Starting Small and Steady Builds Confidence

Another insight shared earlier in this report states that consumers’ routines have become more consistent over the past five years.

This objective remains central to the future of personal care routines: **consumers state that the number one way they plan to change or improve their routine over the next year is by becoming *even more consistent*.**

As routines become more consistent and established, many consumers are ready to expand their routine.

**Top six anticipated changes to personal care routine over the next year**  
Select all that apply; Among global consumers with routines



In contrast, for the 12% of consumers without a routine, simplicity beats variety.

14% of people planning to start a personal care routine in the next year say that **simplicity and minimalism are the way in.**

A significant **one-third are most interested in adopting a minimalist approach if they were to start a routine, focusing on “keeping it simple and easy.”** This entry point may make the prospect of beginning, and ultimately forming, a personal care routine feel more achievable and less daunting.

Types of routines that consumers without a current routine are most likely to start  
Select up to three; Among global consumers without routines



This highlights a clear dynamic: **while established personal care users seek to expand their routines and products, a straightforward start is essential for those taking their first steps.**





**In Asia, appreciation for more sustainable options may be poised to potentially reshape routines.**

For consumers with routines in Asia, sustainability also plays a role in how their routines might continue to evolve. For example, **72%** of consumers in **Asia** consider living a more sustainable life a top priority, outpacing consumers in **North America (58%)** and **Europe (53%)**.

This overall mindset seems to translate into personal care decisions, with **one in five (19%) consumers in Asia saying they have made intentional swaps for more sustainable or refillable products in their routines over the past five years.**

This suggests that the intent-action gap between wanting to be more sustainable and acting on it among consumers may be narrowing, as they more actively shift to more sustainable options.



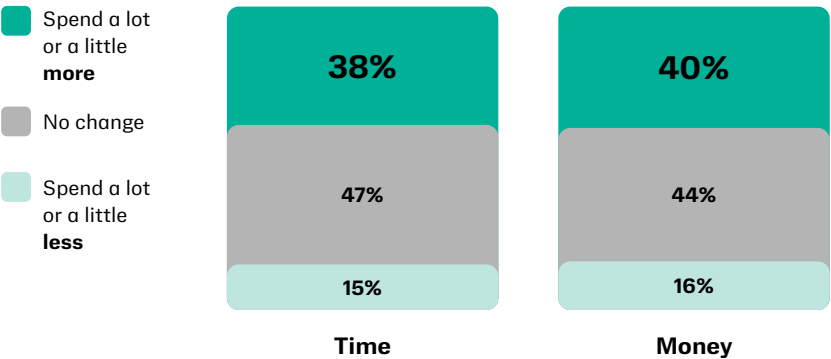
# By 2026: More Time and Money Invested

While many consumers are satisfied with how long and how much money they spend on their routine, a sizeable number are looking to do more.

In fact, **38%** say they plan to dedicate more time to their routines within the next year, compared to only 15% who plan to spend less time. A similar share (40%) also plan to spend more money on their routine.

Interestingly, those who already invest more time (at least 15 minutes every day) are the most likely to say they want to spend even more time. Meanwhile, those who dedicate fewer than 15 minutes daily on their routine plan to spend even less time within the next year. **This points to a core insight: once people feel the benefits of a regular, intentional routine, they are motivated to go deeper and further elevate their routine.**

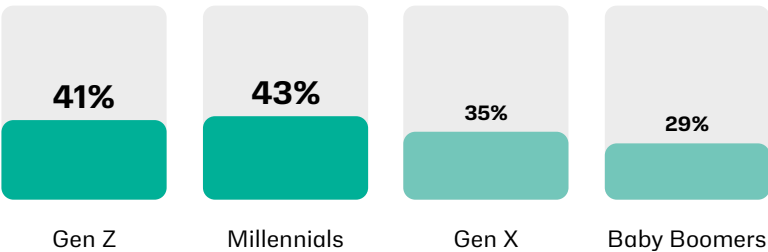
Anticipated changes to time and money spent on personal care routine within the next year  
Among global consumers with routines



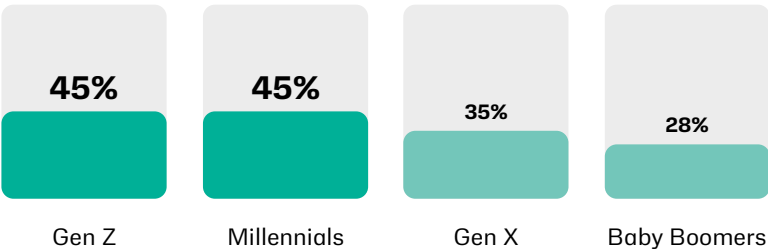
A similar pattern shows up with spending, especially across generations.

More Gen Z and millennials are planning to spend more money on their personal care routines next year, while older generations are more likely to not change their spending habits at all. **This is partially due to Gen Z and millennial consumers being generally more open to starting a routine than older generations.**

Plan to spend more **time**:



Plan to spend more **money**:



# 6

## Implications:

The Way Forward





## Across cultures, generations, and geographies, one message has come through loud and clear:

**Personal care has expanded to reflect how we live and plan for healthy aging.**

Routines are emerging as essential pillars to health—they ground us, empower us, and, as this report confirms, quietly shape how we feel, express our identities, and build long-term health.

The implications of **A New View of Care** highlight a profound shift in how everyday care is understood, practiced, and valued. These shifts reverberate far beyond the category of consumer health. They demand that we reimagine what counts as care, who shapes it, and how we remove barriers that too often prevent people from engaging in meaningful routines. The future of health and well-being cannot be delivered by one brand, one industry, or innovation alone—it requires a united effort across sectors, disciplines, and stakeholders.

The following themes outline the critical dimensions of this shift—offering a starting point for translating new insights into action.



# 1. From Beauty to Well-Being: Redefining the Role of Personal Care

**For decades, personal care has been narrowly framed as cosmetic, indulgent, or optional.**

But this research reveals its true potential: routines are powerful tools for emotional stability, physical resilience, and preventive health. They help manage stress, boost confidence, and foster long-term well-being. **The shift from beauty to well-being underscores a critical truth: personal care is not a luxury—it is a cornerstone of health.**

“

The future of personal care is at the intersection of health, potential, and purpose. ”

**Prof. Dr. Koen Kas, CEO of Healthskouts; author of  
“Epic: Unleash Your Full Potential Through Health, Art & Technology”**





**This insight carries significant implications for how personal care is positioned.**

Everyday habits like brushing teeth have been normalized as critical health practices through decades of strategic public health efforts. Now, it is time for other personal care disciplines—like skincare, sun protection, and digestive health—to achieve the same cultural and behavioral recognition.

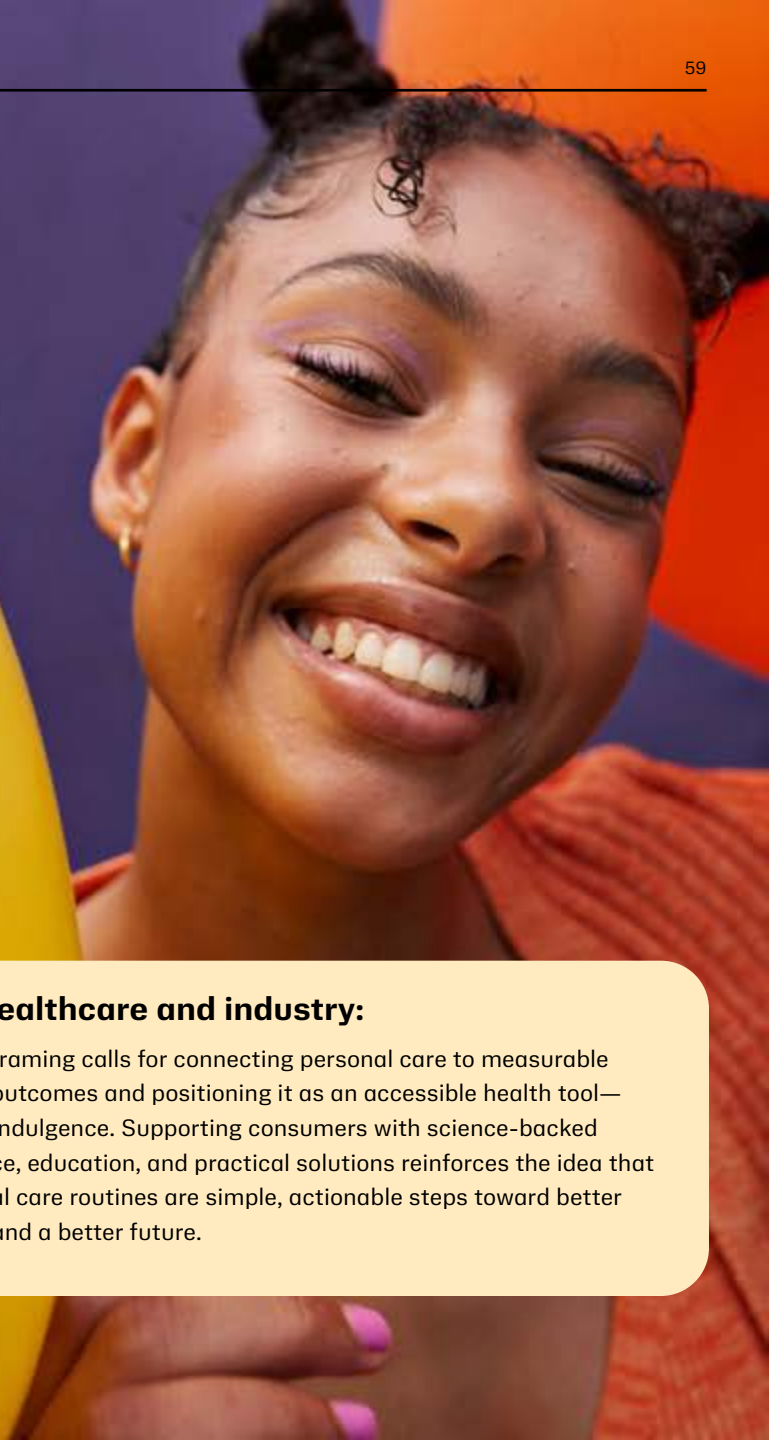
The data suggests consumers are starting to embrace this evolution, but industry and healthcare leaders must work together to accelerate it and reinforce these routines as essential to holistic well-being. Take the case of sun care. While dermatologists and healthcare professionals emphasize daily SPF as indispensable in preventing skin damage, premature aging, and long-term health risks, many consumers still view it as a seasonal or purely cosmetic concern. The opportunity now is to elevate sun protection as a science-backed, year-round priority, essential for managing risks tied to increased UV exposure and aging populations.

**For individuals:**

This shift is empowering. It validates that even the smallest acts of care—whether applying sunscreen, practicing oral hygiene, or taking vitamins—are powerful investments in your future health and vitality. This recognition transforms personal care from a superficial practice into a fundamental component of proactive, long-term well-being.

**For healthcare and industry:**

This reframing calls for connecting personal care to measurable health outcomes and positioning it as an accessible health tool—not an indulgence. Supporting consumers with science-backed guidance, education, and practical solutions reinforces the idea that personal care routines are simple, actionable steps toward better health and a better future.





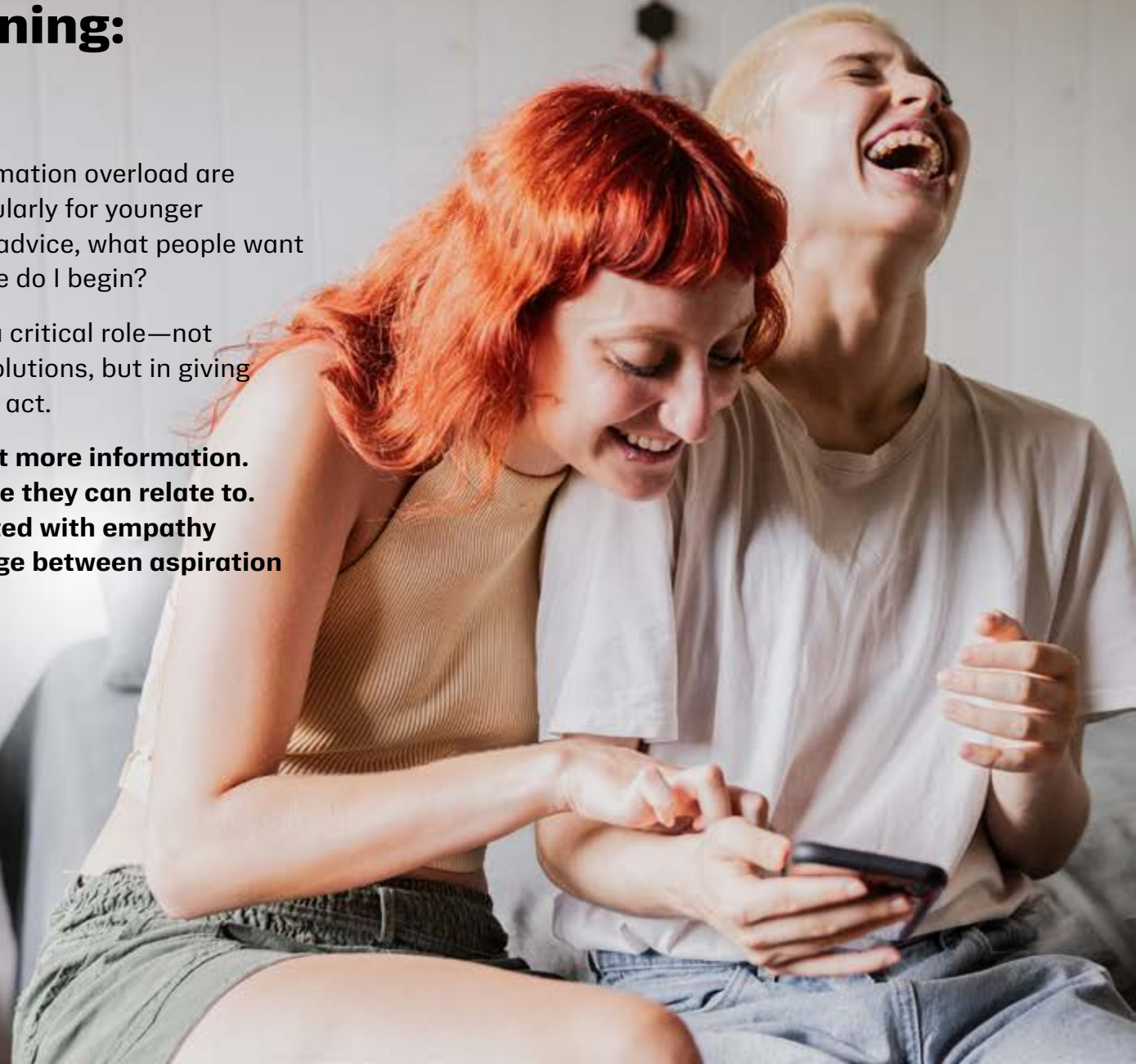
## 2. Breaking Barriers to Beginning: Designing for Simplicity

**Although most people recognize the value of routines, many struggle to start or stay consistent.**

Confusion, fatigue, and information overload are common roadblocks—particularly for younger consumers. In a world full of advice, what people want is clarity: What works? Where do I begin?

Here is where science plays a critical role—not just in developing effective solutions, but in giving consumers the confidence to act.

**Consumers do not just want more information. They want credible guidance they can relate to. Science, when communicated with empathy and clarity, becomes a bridge between aspiration and action.**



### 3. Prevention at the Heart of Care: Shifting from Reactive to Proactive

**Routines are evolving into acts of proactive health maintenance, helping consumers manage today's challenges while protecting against long-term risks.**

This opens the door to reframing personal care as a meaningful and accessible form of prevention.

Trust in science is key to unlocking this shift. Whether it is clinical efficacy or expert-backed claims, people are seeking proof points they can rely on and share.

**When science is made personal and prevention is made practical, personal care becomes not just a routine but a health ritual worth sustaining.**



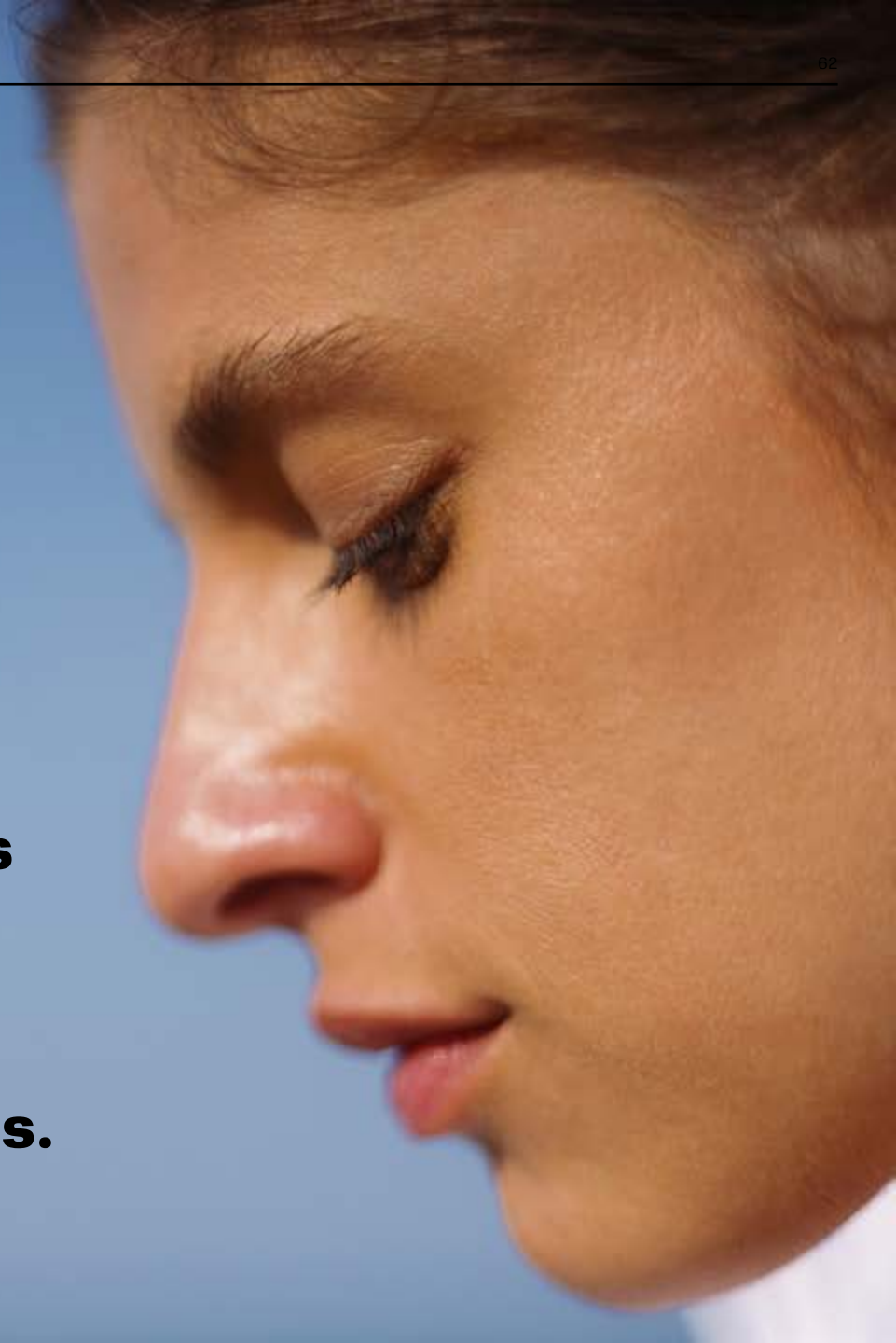
# The Path Forward

**Personal care is no longer a solitary or superficial act.**

It is a shared space—between individuals and brands, consumers and science, health and culture—shaping how people define well-being, live their daily lives, and prepare for the future.

The shared responsibility of stakeholders is clear: to make care not only accessible but also intuitive, not only personal but purposeful, and not only aspirational but attainable. If we succeed, personal care routines will no longer be something people aspire to someday achieve. Instead, they will become something people practice—confidently and consistently—every single day.

**The future of care is not waiting to be invented. It is already here, co-produced in the quiet moments of routines that nurture, inspire, and transform lives.**





# Appendix:

## Methodological Overview



# Background

**This study was conducted by Kantar on behalf of Kenvue.**

This research explores how and why consumers prioritize personal care routines and what sources of information shape their routines. Research was conducted in 10 countries across four continents: the United States, Canada, Brazil, Mexico, the United Kingdom, Germany, France, China, India, and Japan.

This multi-country approach points to similarities and differences in attitudes and behaviors of personal care routines and their impacts on health and well-being across geographic regions.

**Quantitative Survey Methodology**

A 15-minute online quantitative study was conducted in May 2025. The quantitative survey was fielded among adults aged 18-69 that reside in each of the respective countries.

Approximately 1,000 surveys were completed in each of the 10 countries, for a total sample of 10,145 people surveyed:

- **United States:** n=1,000
- **Canada:** n=1,027
- **United Kingdom:** n=1,009
- **Germany:** n=1,017
- **Brazil:** n=1,023
- **India:** n=1,003
- **China:** n=1,018
- **Japan:** n=1,024
- **Mexico:** n=1,010
- **France:** n=1,014

Both consumers that currently have and do not have personal care routines qualified for the survey. Each group was asked a different set of questions to explore their current mindsets about either maintaining a routine or the barriers to starting one:

- **Consumers with a personal care routine:** n=8,959
- **Consumers without a personal care routine:** n=1,186

For purposes of this report, unless otherwise noted, data represents the n=8,959 consumers globally who have a personal care routine.

The data presented in this report has been weighted to gender and age within each country, and each country was equally weighted in the global total (n=1,000 each).

# Research Terminology

**For the purposes of this report, the 10 global countries surveyed are referenced regionally as follows:**

- Mentions of **North America** reference the United States and Canada only.
- Mentions of **Latin America** reference Brazil and Mexico only.
- Mentions of **Europe** reference the United Kingdom, Germany, and France only.
- Mentions of **Asia** reference China, India, and Japan only.

**When examining differences across age groups globally, consumer generations are referenced as follows:**

- **Gen Z:** 18–29-year-olds
- **Millennials:** 30–44-year-olds
- **Gen X:** 45–59-year-olds
- **Baby boomers:** 60–69-year olds

In this report, the term “personal care routine” is defined broadly to encompass a wide range of practices that people regularly engage in to support their overall well-being. This includes the consistent use of personal care products (e.g., for hair, skin, oral care, etc.), taking vitamins and supplements, over-the-counter allergy and pain medications, and engaging in activities like eating well and practicing mindfulness. This inclusive framing was presented to survey participants to ensure a comprehensive understanding of personal care that reflects both product usage and broader well-being practices.



# Detailed Survey Information

**Types of personal care routine options presented to survey respondents:**

**- “Whole Self Care:”**

“I focus on taking care of my whole self—mind, body, and spirit. For example, I may use herbal supplements, essential oils, calming teas, or facial sprays. I may refrain from unhealthy habits such as eating processed foods, smoking or excessive alcohol consumption. I may also practice meditation, take nature walks, or journal to stay balanced.”

**- “Healthy Aging and Longevity:”**

“I prioritize long-term health and aging well. I want to live long and be as strong as I can. For example, I may use daily vitamins, SPF moisturizer, collagen products, or eye health supplements. I also try to stay active, eat nutritious foods, and get good sleep.”

**- “Staying Ahead of Health Issues:”**

“I try to stay ahead of health issues by taking care of my body and building healthy habits. For example, I may use multivitamins, probiotics, allergy meds, or immune boosters. I also go for regular check-ups, wash my hands often, and manage stress with simple routines.”

**- “Polished and Presentable:”**

“Looking good helps me feel ready for the day. Self-care is important to me to look good and feel good. For example, I may use skincare, hair products, grooming tools, lip balm, or nail care. I also stay active, eat well, and engage in self-care routines that boost my confidence and appearance.”

**- “Body Performance and Recovery:”**

“I focus on how my body feels and performs. I live an active lifestyle and focus on maximizing performance and recovering quickly. For example, I may use sleep aids, digestive support, joint care products, or post-workout muscle relief. I also make time for exercise, stretching, and rest to recover.”

**- “Minimalist:”**

“I like to keep it simple and easy. For example, I may use basic products like 2-in-1 shampoo, an all-purpose balm, sunscreen, or toothpaste. My routine is quick, easy, and fits into a low-maintenance lifestyle.”

**- “Flexible and Situational:”**

“I use personal care when I need it, rather than on a set schedule. For example, I may reach for cold medicine when I’m sick, do extra grooming for special occasions, or pack travel-sized basics when on the go.”