

Preview

IndSight Dataverse

Skincare Industry 2025

Winning The Skincare Social Media Battlefield:
Data, Strategy, and Reality



The Market is Booming. But Winning is Getting Harder.



Ten of thousands of new products launched every year



A multi-billion dollar industry



Endless content flooding social media

Yet...Attention is harder to capture, Trust is harder to build, Loyalty is harder to keep.

The Question Is: You Winning?

Data Methodology Behind Indonesia's Skincare Insights



30 Produk Terlaris
Perawatan Kulit Indonesia

MS GLOW

SOMETHING

SCARLETT

avoskin
all about your beauty

white**lab**

azarine®

POND'S®
white beauty

GARNIER

SENKA

Safi

Kahf

Bioré

Clean
Clear®

Gloglowing
skin Care
글로글로잉

Ky m m Skin

SKINTIFIC

THE ORIGINOTE

Glad2Glow

NPURE
HEALTHY SKIN

Wardāh
BEAUTY MOVES YOU

emina

SKIN1004
THE UNTOUCHED NATURE

Facetology

COSRX

innisfree

HANASUI

DAVIENA
SKINCARE

BENING'S

Cetaphil

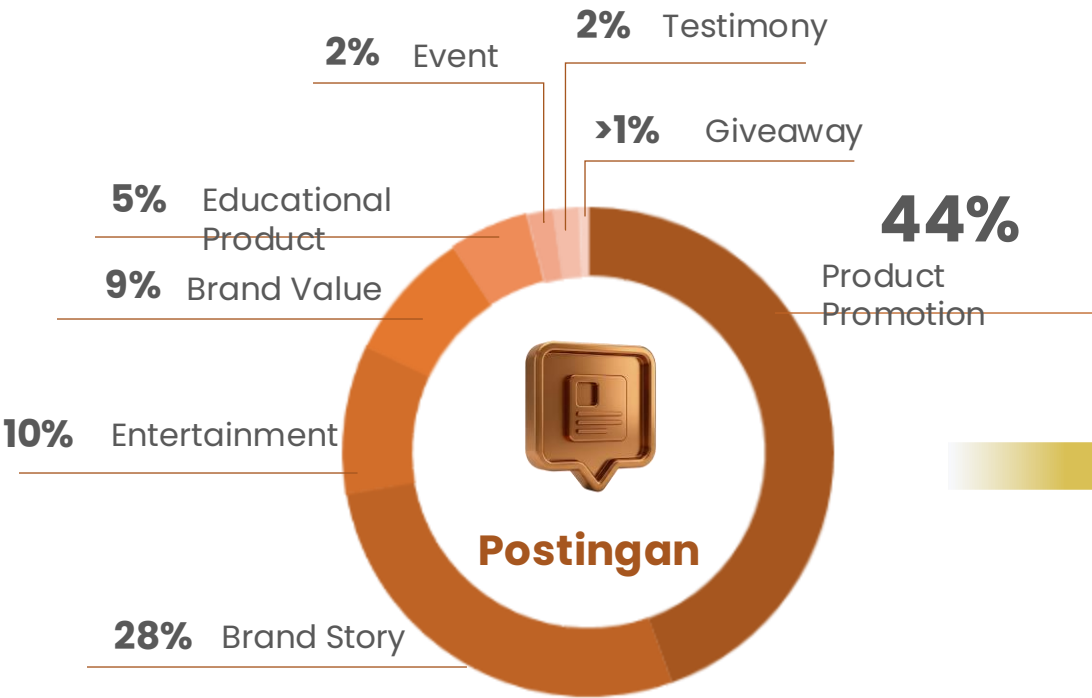
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Social Media Data of
Skincare in Indonesia

Did You Know Awareness Lives In Entertainment?



Cari tahu di laporan!

Most brands heavily focus on product promotion posts, yet it's entertainment content—**making up 30%**—that truly captures attention and drives awareness. Discover which content categories resonate most with audiences in this report!

How to Build More Impactful Communication

Product Launch

Phase	Objective	Strategy & Activity Brand	KOL Composition	KOL Activity
Pra-Event (H-14 hari)	Curiosity & Demand	Product Sneak Peek (Dominant), Influencer teaser, early Seeding.	• (40-50%) Mega Influencer • (20-30%) Macro Influencer	Product hint content, Countdown c
During Event				
Post Event (H+5 Days)				

Awareness Strategy in Online and Offline Launches

Online engagement builds scale and interaction, while offline engagement turns attention into real connection and trust. Brands that win are those who integrate both seamlessly using digital to spark engagement and physical touchpoints to deepen connection and drive action.

Aspect	Online Launching	Offline Launching
Main Awareness Driver	• 50-60% Teaser • 30-40% Launch Announcement	
Most Engaging Content	• 30-40% Influencer Teaser • 20-30% Product Sneak peak	
Role of KOL	• 60-70% Mega Influencer • 20-30% Macro Influencer • 5-10% Micro Influencer	
Activity Type	Teaser Campaign, influencer hints, product sneak peak	
Pre-Phase Content Push	Influencer teaser product sneak peak to trigger curiosity	

So, How Do Brands Actually Win?



Inside this report, you'll discover:

- ✓ What content truly performs in skincare
- ✓ How to leverage influencers effectively
- ✓ What drives Indonesian beauty consumers today
- ✓ The real formula to stand out in a crowded market

Unlock the full insight. Start winning the skincare battlefield today.

<https://dataverse.indsight.id>

