

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

January - December 2025



# The Market is Booming. But Winning is Getting Harder.



Tens 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: Are You Winning?**

# Data Methodology Behind Indonesia's Skincare Insights



**30 Skincare Best Sellers in Indonesia**

MS GLOW    SOMETHINC    SCARLETT    avoskin    white**lab**    azarine®

POND'S® white beauty    GARNIER    SENKA    Safi®    Kahf    Bioré®

Clean & Clear®    Gloglowing skin Care 글로글로잉    K y m m Skin    SKINTIFIC    THE ORIGINOTE    Glqd2Glow

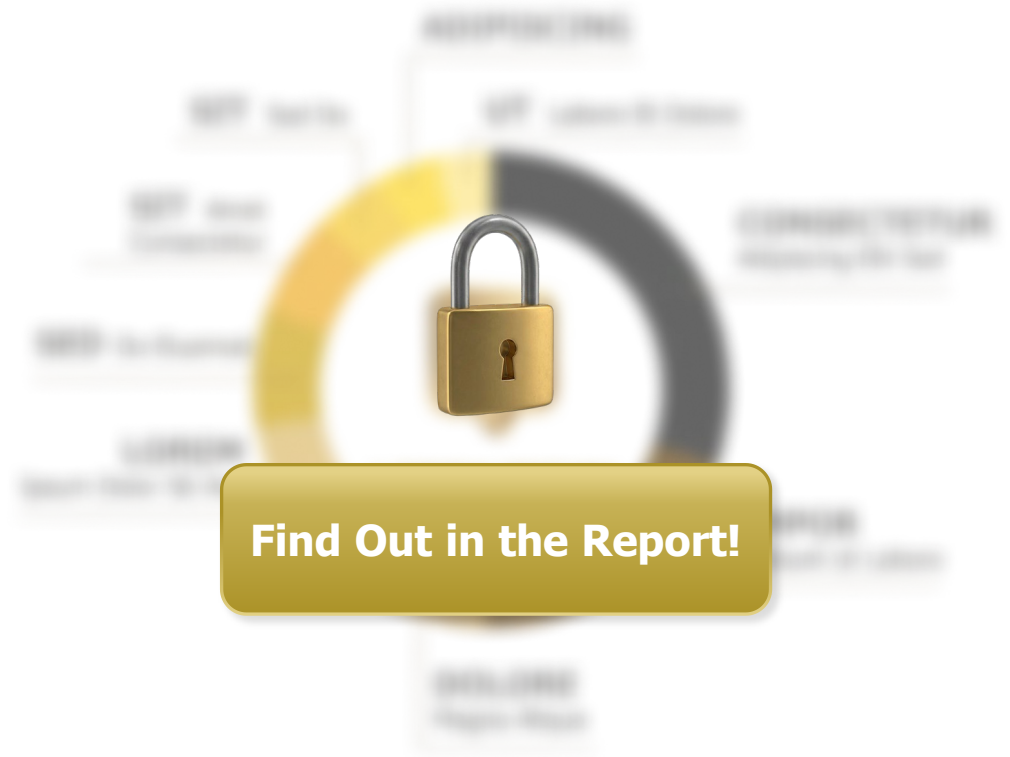
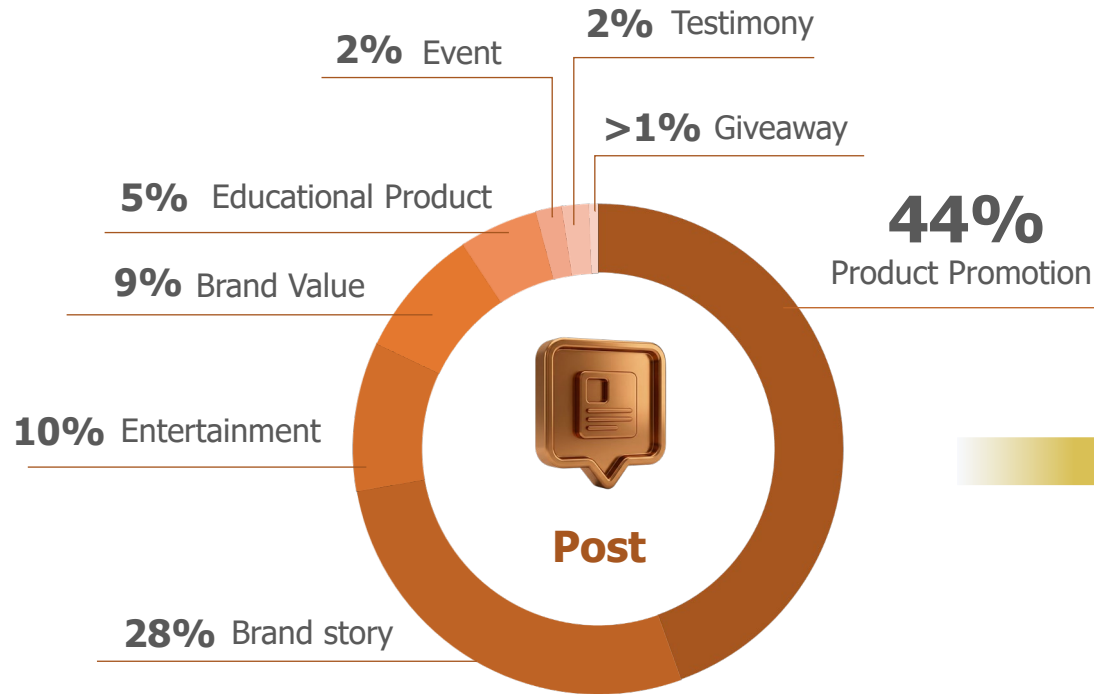
NPURE HEALTHY SKIN    Wardāh BEAUTY MOVES YOU    emina    SKIN1004 THE UNTOUCHED NATURE    Facetology    COSRX

innisfree    HANASUI    DAVIENA SKINCARE    BENING'S    Cetaphil    ERHA



**1.436.123**  
Social Media Data of Skincare in Indonesia

# Did You Know Awareness Lives In Entertainment?



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
Pre-Event (H-14 days)	Curiosity & demand	Product sneak peek (dominant), influencer teaser, early seeding	<ul style="list-style-type: none"><li>(40-50%) Mega Influencer</li><li>(20-30%) Macro Influencer</li></ul>	Product hint content, Countdown content
During Event				
Post Event (H+5 days)				

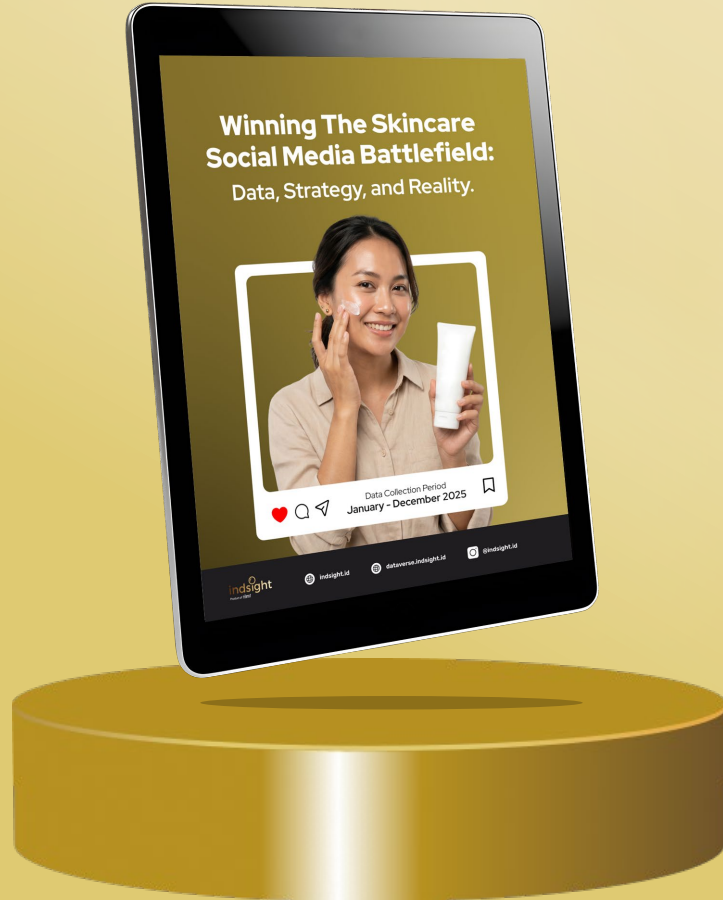
A gold padlock icon is positioned to the left of a yellow rounded rectangular button. The button contains the text "Find Out in the Report!" in white, bold font. This graphic is overlaid on a dark, semi-transparent background that covers the bottom two rows of the table.

# 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
<b>Main Awareness Driver</b>	<ul style="list-style-type: none"> <li>• 50-60% Teaser</li> <li>• 30-40% launch announcement</li> </ul>	
<b>Most Engaging Content</b>	<ul style="list-style-type: none"> <li>• 30-40% Influencer teaser</li> <li>• 20-30% product sneak peek</li> </ul>	
<b>Role of KOL</b>	<ul style="list-style-type: none"> <li>• 60-70% Mega Influencer</li> <li>• 20-30% Macro Influencer</li> <li>• 5-10% Micro Influencer</li> </ul>	
<b>Activity Type</b>	Teaser campaign, influencer hints, product sneak peek	
<b>Pre-Phase Content Push</b>	Influencer teaser product sneak peek 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>

