

think with Google™

Beauty Trends 2017

SKIN CARE EDITION (U.S., FRANCE, JAPAN)

beautytrendsreport@google.com



Intro

With every query typed into a search bar, users provide a glimpse into their considerations and intentions. By compiling top searches, we're able to render a strong representation of the population and gain insight into their behavior.

In this Google Beauty Trends Report, we are excited to use Google data to identify and compare skin care trends across three different markets: **U.S., France, and Japan.**

The goal of this report is to help marketers, researchers, developers, and beauty mavens understand their global audiences and the trends that are top of mind.

We are proud to share this iteration and look forward to hearing back from you.

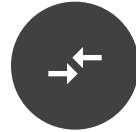
Olivier Zimmer & Yarden Horwitz
Trendspotting Project Leads, Google

Key Takeaways



Each market has distinct values when it comes to skin care.

Beauty can be experiential or clinical, depending on where you look. In the U.S. and France for instance, consumers view bathing as a way to create a personalized experience. In contrast, Japanese consumers highly prioritize understanding the science behind different beauty regimens and are quick to investigate new methods like carbonated beauty products.



Skin care trends are spreading from market to market, despite different values.

Hoping for a crystal ball to reveal what's next in beauty? Look abroad. Trends like masks saw traction in Japan and then traveled to the U.S., and trends like bath bombs took off in the U.S. and then picked up later in France. New regional trends that haven't yet spread may indicate what's coming next to the other markets.



While trends spread across markets, they evolve differently within each market.

Although Japan is leading the way in terms of many skin care trends like masks, trends evolve differently in each market based on cultural behaviors and values. For instance, a trend in the U.S. may evolve to cross products and uses. France, on the other hand, will add an organic or natural spin to new trends.

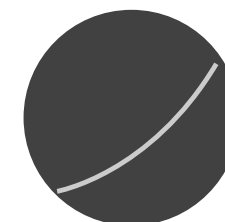


Methodology

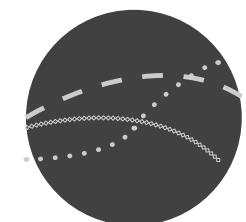
To compile a list of accurate trends within the beauty industry, we pulled top volume queries related to the beauty category and looked at their monthly volume from September 2014 to September 2016. We first removed any seasonal effect, and then measured the year-over-year growth, velocity, and acceleration for each search query. Based on these metrics, we were able to classify the queries into similar trend patterns. We then curated the most significant trends to illustrate interesting shifts in behavior.



Query



Deseasonalized
Query



Trend
Characteristics

Part 1

Top Risers
and Decliners
Per Market

Part 2

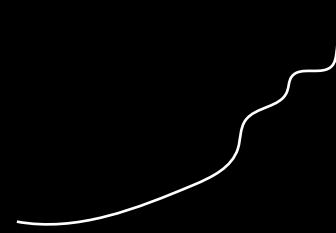
Top Trending
Themes
Across Markets

Part 3

An Extensive List of
the Top Volume
Skin Care Searches

Trend Categories

To identify top trends, we categorized past data into six different clusters based on similar behaviors. This section distinguishes between the trends to watch and the trends to forget.



Sustained
Risers



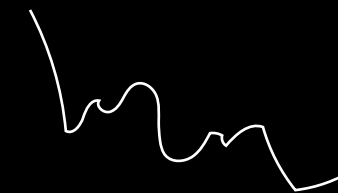
Seasonal
Risers



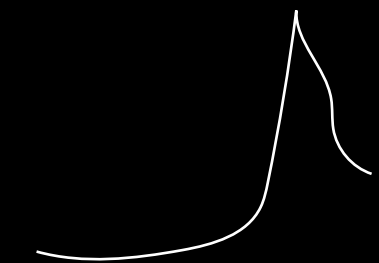
Rising
Stars



Sustained
Decliners

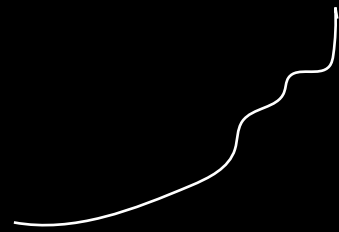


Seasonal
Decliners



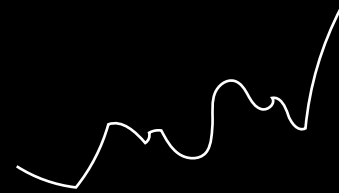
Falling
Stars

Risers



Sustained
Risers

Steady growth over the past years, these trends are safe bets.



Seasonal
Risers

Seasonal trends that are likely to come back even stronger.



Rising
Stars

Sudden growth within the past months, these trends might not last.

Decliners



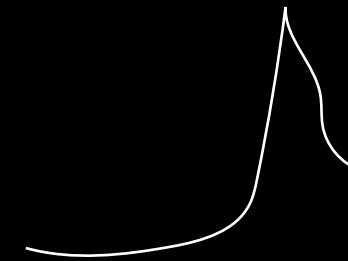
Sustained Decliners

Steady decline over the past years, these trends are fading out.



Seasonal Decliners

Seasonal trends that are likely to decrease in demand every year.



Falling Stars

Fads that have reached their peak and have already started to decline rapidly.

U.S. Risers

Ranked by volume of searches:



Sustained Risers

epsom salt bath
dead sea mud mask
apple cider vinegar bath
korean skin care
bentonite clay mask
turmeric mask
vegan body wash



Seasonal Risers

bath bombs
face mask
aloe vera plant
DIY face mask
face brush
organic castor oil
vegan chapstick



Rising Stars

charcoal mask
peel-off face mask
sheet mask
bath bombs with rings
24k gold mask
charcoal for skin

U.S. Decliners

Ranked by volume of searches:



Sustained Decliners

olive oil for skin
homemade facial
manuka honey acne
salicylic acid products
sulfur mask
homemade facial cleanser
home chemical peel
argan oil acne
sorbolene cream



Seasonal Decliners

almond oil for skin
homemade foot soak
homemade body butter
lemon sugar scrub
kojic acid cream
facial scrubber
homemade body wrap
honey face wash
cellulite scrub



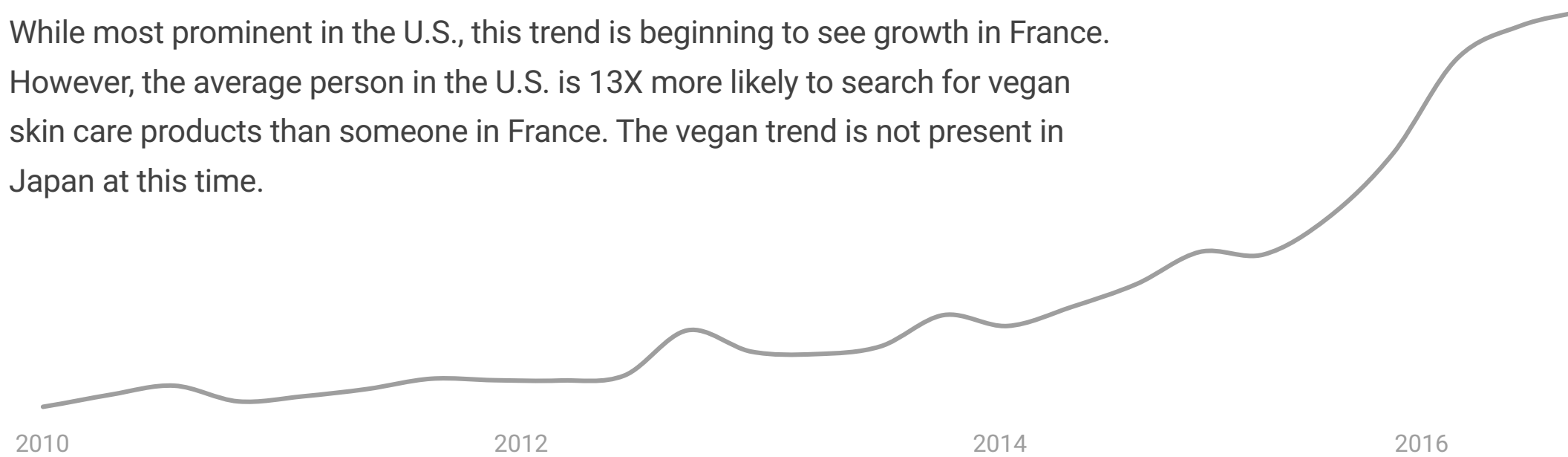
Falling Stars

skin bleaching
seaweed lotion
baking soda under eyes
coconut oil body wrap

U.S. Spotlight Trend: Vegan Skin Care

Thought vegan was just for food? Think again. The trend is just as important in American skin care. Though still quite low in volume compared to other top trends, searches for the vegan skin care category have grown by 83% year over year in the U.S.

While most prominent in the U.S., this trend is beginning to see growth in France. However, the average person in the U.S. is 13X more likely to search for vegan skin care products than someone in France. The vegan trend is not present in Japan at this time.



Top trending terms

- vegan soap
- vegan skin care
- vegan chapstick
- vegan face wash
- vegan lotion
- vegan body wash

France Risers

Ranked by volume of searches:



Sustained Risers

huile de coco bio	<i>organic coconut oil</i>
gel aloe vera bio	<i>organic aloe vera gel</i>
dermaroller	<i>dermaroller</i>
huile d'argan bio	<i>organic argan oil</i>
huile de ricin bio	<i>organic castor oil</i>
crème aloe vera	<i>aloe vera cream</i>
exfoliant visage	<i>face exfoliant</i>



Seasonal Risers

savon de marseille	<i>marseille soap</i>
masque visage	<i>face mask</i>
gel aloe vera	<i>aloe vera gel</i>
brosse visage	<i>facial brush</i>
peel	<i>peel</i>
cataplasme argile verte	<i>green clay poultice</i>
huile anti cellulite	<i>anticellulite oil</i>



Rising Stars

masque point noir	<i>blackhead mask</i>
black mask	<i>black mask</i>
boule de bain	<i>bath ball</i>
huile de jojoba bio	<i>organic jojoba oil</i>
charcoal mask	<i>charcoal mask</i>
masque visage charbon	<i>charcoal face mask</i>

France Decliners

Ranked by volume of searches:



Sustained Decliners

bb crème	<i>bb cream</i>
huile d'argan acné	<i>argan oil for acne</i>
huile de noisette acné	<i>hazelnut oil acne</i>
hydratation de la peau	<i>moisturization for skin</i>
dd cream	<i>dd cream</i>



Seasonal Decliners

citron pour la peau	<i>lemon for skin</i>
aloe vera vergetures	<i>aloe vera stretch marks</i>
huile bronzante maison	<i>homemade tanning oil</i>
huile d'azulène	<i>azulene oil</i>
gommage corporel	<i>body scrub</i>



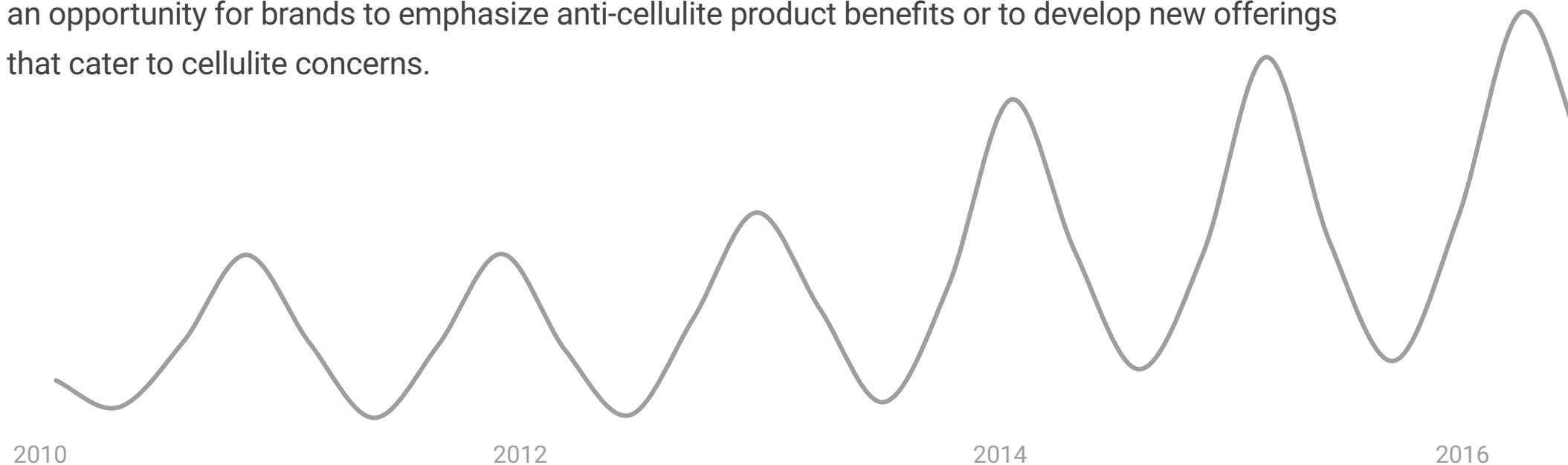
Falling Stars

savon au lait d'ânesse	<i>donkey milk soap</i>
autobronzant sous la douche	<i>in shower self-tanner</i>
savon lait d'ânesse bio	<i>organic donkey milk soap</i>
huile de copaiba	<i>copaiba oil</i>
huile d'autruche	<i>ostrich oil</i>
crème à base d'escargot	<i>snail-based cream</i>
huile d'orange	<i>orange oil</i>

France Spotlight Trend: Cellulite Solutions

Cellulite-related terms are popular in France. Interest spikes in May, indicating that French consumers may be more body conscious when the weather gets warmer. The average person in France is 30X more likely to search for cellulite than the average American and 170X more likely than someone in Japan.

French consumers are looking for solutions, including cellulite suction cups and oils. This may be an opportunity for brands to emphasize anti-cellulite product benefits or to develop new offerings that cater to cellulite concerns.



Top trending terms

ventouse anti cellulite

anti cellulite suction cup

huile anti cellulite

anti cellulite oil

cellulite cuisses

cellulite thighs

ventouse anti cellulite avis

anti cellulite suction cup reviews

cup cellulite

cellulite cup

Japan Risers

Ranked by volume of searches:



Sustained Risers

クレンジング	<i>cleansing</i>
美顔 ローラー	<i>face roller</i>
オールインワン ジェル	<i>all-in-one gel</i>
メイク 落とし	<i>makeup remover</i>
シート マスク	<i>sheet mask</i>
洗顔 フォーム	<i>facial foam</i>
ウォーターピーリング	<i>water peeling</i>
炭酸 クレンジング	<i>carbonated cleansing</i>



Seasonal Risers

酵素 洗顔	<i>enzyme face wash</i>
拭き取り 化粧水	<i>wiping lotion</i>
美白 クリーム	<i>whitening cream</i>
日本酒 化粧水	<i>sake lotion</i>
角栓 ピンセット	<i>blackhead tweezers</i>
クレイ パック	<i>clay mask</i>
美白 パック	<i>whitening mask</i>
デリケートゾーン ケア	<i>feminine zone care</i>

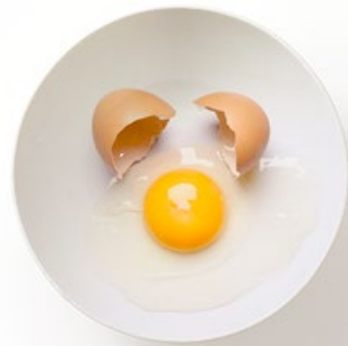


Rising Stars

ホット クレンジング	<i>hot cleansing</i>
炭酸 洗顔	<i>carbonated face wash</i>
毛穴 綿棒	<i>pore cotton swab</i>
クレンジング バーム	<i>cleansing balm</i>
石鹸 手作り	<i>handmade soap</i>
リップ オイル	<i>lip oil</i>

Japan Decliners

Ranked by volume of searches:



Sustained Decliners

手ぬぐい 洗顔

hand towel face wash

シア

shea

米ぬか 美容

rice bran beauty

卵白 洗顔

egg white face wash

小顔 コルセット 効果

slim face corset effect

顔筋 トレーニング

facial muscle training



Seasonal Decliners

顔脂

face fat

どくだみ 化粧水

chameleon plant toner

バーユ

horse oil

ボディ バター

body butter

ホホバ オイル ニキビ

jojoba oil acne

日焼け止め クレンジング

sunscreen cleansing

塩 マッサージ

salt massage



Falling Stars

豆腐 クリーム

tofu cream

ゼラチン パック

gelatin pack

薬用 石鹸

medicated soap

マウス ピース 小顔

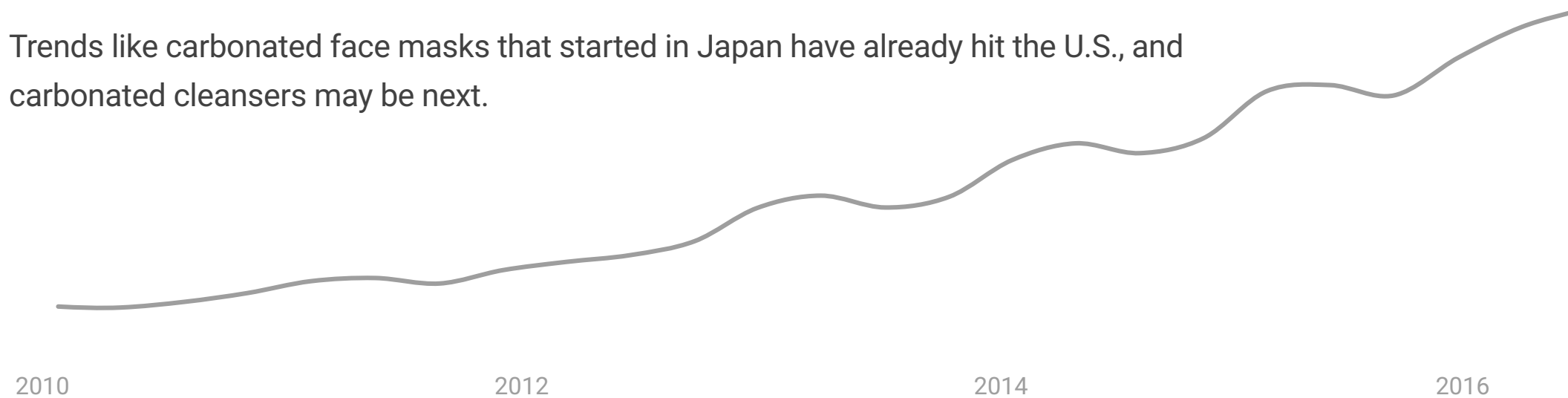
face-slimming mouthpiece

Japan Spotlight Trend: Cleansing

While consumers across the U.S., France, and Japan are searching for terms related to cleansing and pores, this pattern is most prevalent in Japan. The average person in Japan is 6X more likely to search for cleansing than the average American and 13X more than someone in France.

Japanese consumers show a particular passion for intricate techniques and indicate strong interest in the compositions of each solution. Growth in searches for enzyme, carbonated, and water cleansing indicate demand for techniques that are gentler by nature, but still powerful.

Trends like carbonated face masks that started in Japan have already hit the U.S., and carbonated cleansers may be next.



Top trending terms

クレンジング *cleansing*

酵素 洗顔 *enzyme face wash*

ホット クレンジング *hot cleansing*

炭酸 洗顔 *carbonated face wash*

洗顔 フォーム *face wash foam*

クレンジング バーム *cleansing balm*

ウォーターピーリング *water peeling*

クレンジング ジェル *cleansing gel*

炭酸 クレンジング *carbonated cleansing*



Part 1

Top Risers
and Decliners
Per Market

Part 2

Top Trending
Themes
Across Markets

Part 3

An Extensive List of
the Top Volume
Skin Care Searches

Cross-Market Trending Themes

Themes to Know



Masks



Ingredients

Themes to Watch



Devices



DIY



Bathing



Men's

Cross-Market Trending Themes

Themes to Know



Masks



Ingredients



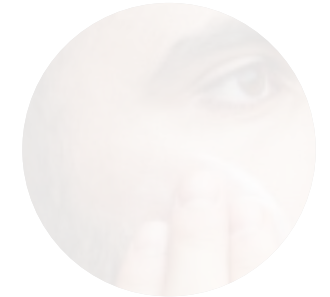
Devices



DIY



Bathing



Men's

Themes to Watch

Masks Are Trending in All Markets

Top trending masks by country, ranked by volume of searches:

U.S.

face mask
DIY face mask
charcoal mask
dead sea mud mask
clay mask
bentonite clay mask
peel-off face mask
mud mask
turmeric mask
korean face mask
sheet mask
DIY charcoal mask
DIY peel-off face mask
activated charcoal mask
bubble face mask
at-home face mask
blackhead mask DIY

France

masque visage
masque point noir
peel
masque hydratant maison
masque yeux
masque avocat
masque charbon point noir
masque purifiant
masque visage bouton
masque noir visage
masque aloe vera
masque visage argile
charcoal mask
sheet mask
pore strips

face mask
blackhead mask
peel
homemade moisturizing face mask
eye mask
avocado mask
charcoal blackhead mask
purifying mask
pimple face mask
black face mask
aloe vera mask
clay face mask
charcoal mask
sheet mask
pore strips

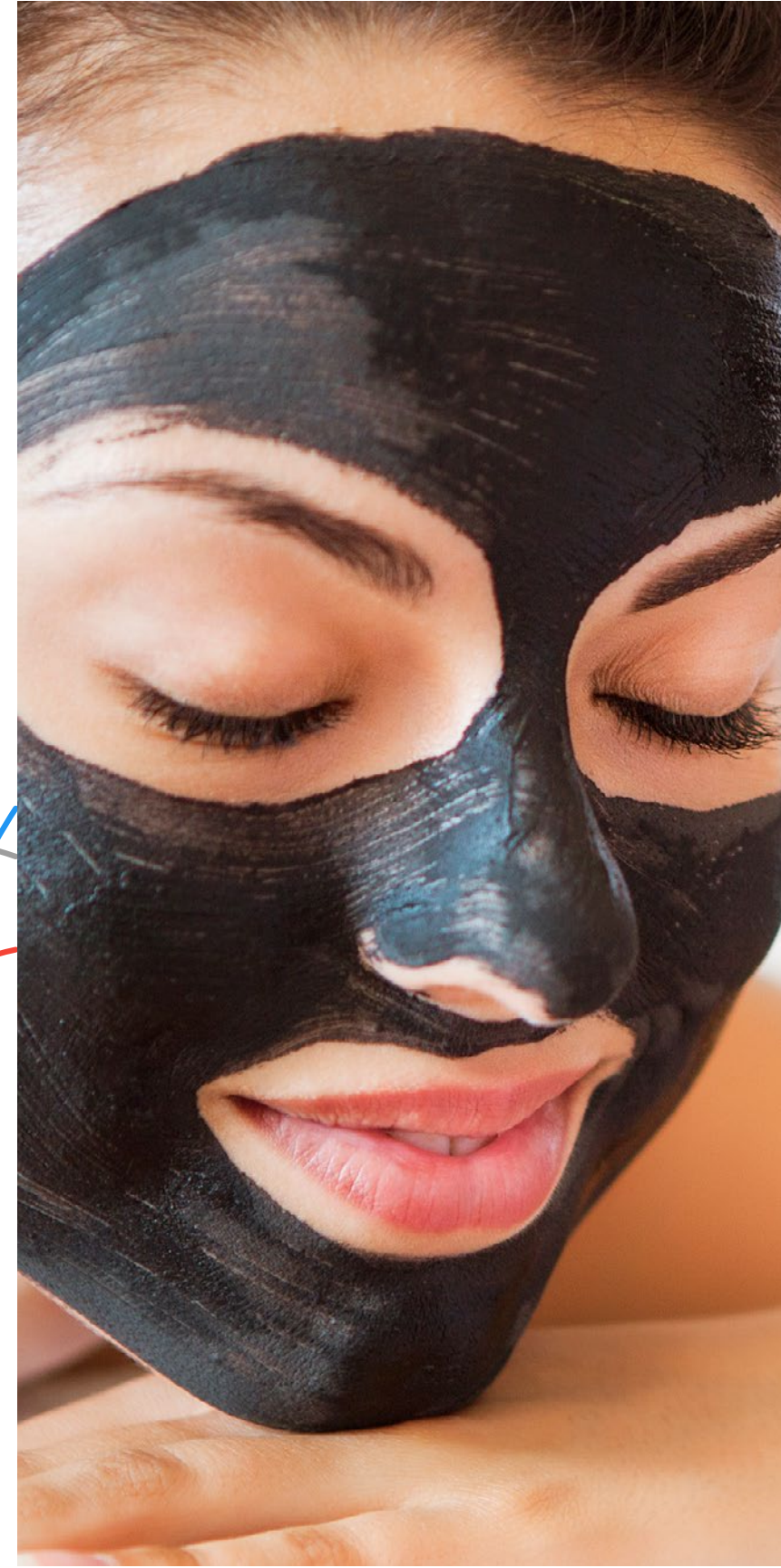
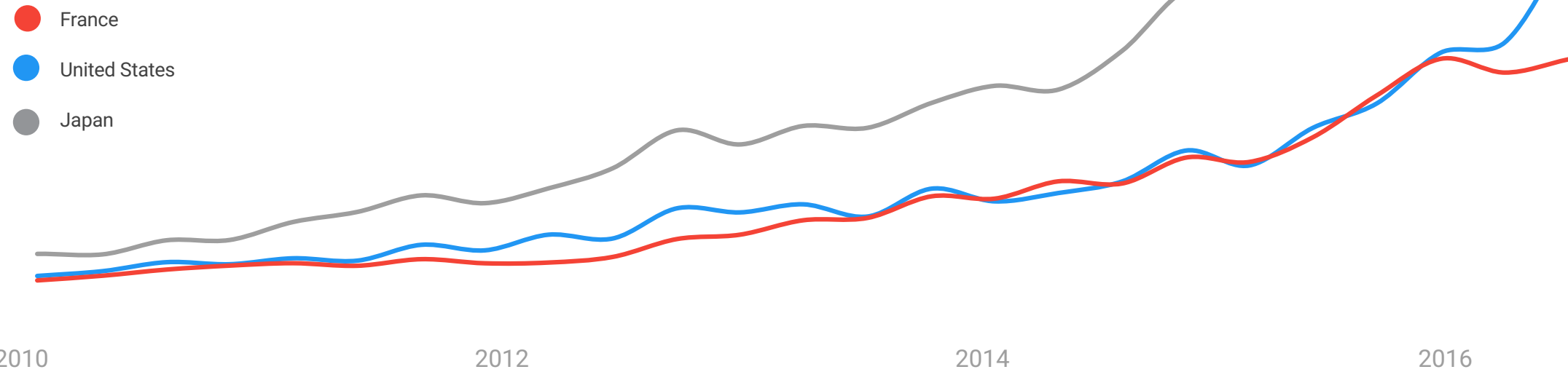
Japan

シート マスク *sheet mask*
唇 パック *lip mask*
クレイ パック *clay mask*
美白 パック *whitening mask*
小麦粉 パック *flour mask*
ニキビ パック *acne mask*
目元 パック *eye mask*
酵素 パック *enzyme mask*

Global Spread of Masks

Masks have been most prominent in Japan over the past five years as a sustained riser. The skin care trend was also a sustained riser in the U.S. and France, but recently took off as a rising star in both markets. The trend has picked up quickly in the U.S., while user interest is beginning to decline in Japan.

Average search volume by country inhabitant



Top Concerns Associated With Masks Per Market

Below are the top concerns searched along masks in each market. These associations provide insight into why users are turning to masks. Acne is a top skin concern associated with searches for masks, globally.

Ranked by volume of searches:

U.S. 

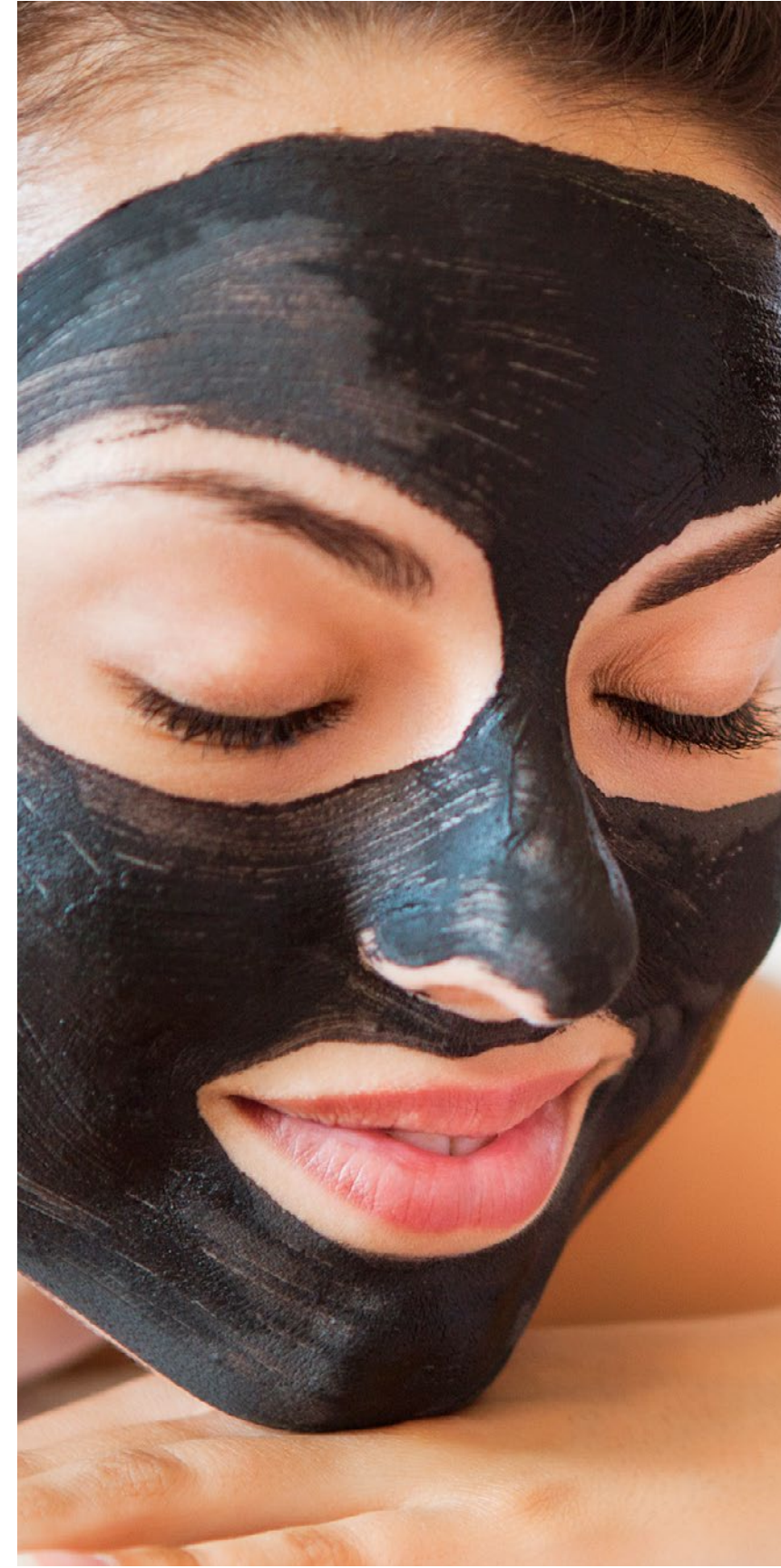
- 1 acne
- 2 blackheads
- 3 oily skin
- 4 hydration
- 5 clear skin

FRANCE 

- 1 point noir *blackheads*
- 2 acné *acne*
- 3 grasse *oily*
- 4 sèche *dry*
- 5 age *age*

JAPAN 

- 1 ニキビ *acne*
- 2 美白 *whitening*
- 3 敏感 *sensitive*
- 4 黒ずみ *darkening*



U.S. Deep Dive: Top Associated Masks by Concerns

Ranked by volume: 

- 1 ACNE**
 - charcoal mask
 - clay mask
 - face mask
 - mud mask
 - peel-off mask
- 2 BLACKHEADS**
 - clay mask
 - face mask
 - peel-off face mask
 - charcoal mask

- 3 OILY SKIN**
 - clay mask
 - face mask
- 4 HYDRATION**
 - sheet mask
 - face mask
 - mud mask

- 5 CLEAR SKIN**
 - charcoal mask
 - face mask
 - pore mask



NOTEWORTHY

In the U.S., consumers show interest in earthy masks with charcoal, clay, and mud masks being used most across top concerns. Top U.S. concerns associated with masks are mainly tied to removing excess oils for acne purposes.

France Deep Dive: Top Associated Searches With Top Concerns Related to Masks

Ranked by volume: 

1 **POINT NOIR** *blackheads*

masque visage
peel
masque point noir
masque yeux
masque visage bouton

2 **ACNÉ** *acne*

masque visage
peel
masque aloe vera

3 **GRASSE** *oily*

masque visage

4 **SÈCHE** *dry*

masque visage

5 **AGE** *age*

masque visage
peel

NOTEWORTHY

In France, consumers want to shed some skin. Relative to other trending face masks in France, peels are the most associated with the top concerns related to masks. Peels are a trend in France with influence from English-speaking markets, and consumers are trying to understand the different ways they can use the mask.



Japan Deep Dive: Top Associated Searches With Top Concerns Related to Masks

Ranked by volume: 

1 ニキビ *acne*

クレイ パック *clay mask*

シート マスク *sheet mask*

小麦粉 パック *flour mask*

2 美白 *whitening*

クレイ パック *clay mask*

シート マスク *sheet mask*

小麦粉 パック *flour mask*

3 敏感 *sensitive*

シート マスク *sheet mask*

4 黒ずみ *darkening*

リップ パック *lip mask*

NOTEWORTHY

In Japan, moisture seems to be the solution of choice with high interest in sheet masks. Unlike the U.S. and France, consumers in Japan associate sheet masks as a solution for acne-related problems.

The Experiential Side of Masks Plays Out on YouTube

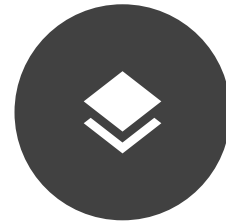
Across all three markets, facial masks are making waves on YouTube. Masks are an experience for the senses, which means they naturally make for entertaining and educational video content.

Themes across popular mask videos on YouTube:



The sensational experience of masks.

Each sense is triggered by the facial mask experience. Top influencers describe the scents, feelings, sounds, sight, and even the taste of each mask.



The proof is in the peel.

Whether it's a peel full of blackheads or a bubbling mask, viewers want to see something happen. Tangible, visible results provide proof points for effectiveness.



Masks can be a social activity.

Top influencers in the U.S. create couple videos, while videos in France and Japan show families experiencing masks together — getting their kids in on the fun.

98 Million

total views for top 10 mask-related skin care videos in the U.S., Japan, and France

Japan Trends Indicate That Future Mask Interest May Go Beyond The Face

The mask trend had more time to develop in Japan, and search data shows advancement in how masks are being used there. For instance, while there is high search activity around facial masks in all three markets, in Japan there is interest in using masks for legs, cuticles, hands, and heels. The growth of body-related masks in Japan may be an indicator this trend will soon take off in the U.S. and France.

Year-over-year growth rates for mask type, ranked by volume of searches:

U.S.

face (46%)
skin (87%)
lips (394%)
body (190%)
eyes (38%)

FRANCE

visage (31%) *face*
peau (4%) *skin*
yeux (36%) *eyes*
lèvres (145%) *lips*
nez (35%) *nose*
lips (12,533%) *lips*

JAPAN

鼻 (61%) *nose*
フェイス (20%) *face*
唇 (35%) *lips*
足 (49%) *feet*
角質 (58%) *cuticle*
目元 (66%) *eyes*
肌 (16%) *skin*
ハンド (18%) *hand*
ヒール(695%) *heels*



Cross-Market Trending Themes

Themes to Know



Masks



Ingredients

Themes to Watch



Devices



DIY



Bathing



Men's

Top Trending Ingredients From Skin Care Category

Top trending ingredients, ranked by volume of searches:

U.S.

clay
aloe vera
charcoal
gold
cocoa butter
baking soda
apple cider vinegar
tea tree oil
bentonite clay
micellar
essential oils
mud
argan oil
turmeric
egg
rose hip oil
bubble clay

France

aloe vera
huile de coco
acide hyaluronique
eau micellaire
lait d'ânesse
huile de jojoba
argile blanche
huile végétale
huile d'avocat
bave escargot
huile de calophylle
huile de fenugrec
huile de chaulmoogra
huile de ricin bio
huile de pâquerette
clay
huile d'arnica

aloe vera
coconut oil
hyaluronic acid
micellar water
donkey milk
jojoba oil
white clay
vegetable oil
avocado oil
snail slime
tamanu oil
fenugreek oil
chaulmoogra oil
organic castor oil
daisy oil
clay
arnica oil

Japan

酵素
セラミド
ビタミンc
ウォーター
クレイ
日本酒
小麦粉

enzyme
ceramide
vitamin c
water
clay
sake
flour

Products That Are Searched Most Alongside Top Trending Ingredients

Top products associated with trending ingredients, ranked by volume:

U.S. 

- 1 mask
- 2 soap
- 3 lotion
- 4 oil
- 5 scrub

FRANCE 

- 1 gel *gel*
- 2 crème *cream*
- 3 savon *soap*
- 4 masque *mask*
- 5 huile *oil*

JAPAN 

- 1 洗顔 *face wash*
- 2 パック *mask*
- 3 クレンジング *cleanser*
- 4 液 *liquid*
- 5 クリーム *cream*



NOTEWORTHY

Think of these as the products for which ingredients seem to matter most to consumers. In the U.S., masks are the top product with ingredient-related searches.

Concerns That Are Searched Most Alongside Top Trending Ingredients

Top concerns associated with trending ingredients, ranked by volume:

U.S. 

- 1 healing
- 2 scars
- 3 detox

FRANCE 

- 1 acné *acne*
- 2 cernes *dark circles*
- 3 vergetures *stretch mark*

JAPAN 

- 1 毛穴 *pores*
- 2 黒ずみ *darkening (blackheads)*
- 3 跡 *scars*

NOTEWORTHY

All three markets see consumers querying ingredients that are related to treatment and healing of acne/scars.

U.S. Deep Dive: Top Ingredient Searches Related to Top Concerns

Trending ingredients for top concerns, ranked by volume (U.S.): 

1 HEALING

- clay
- gold
- bentonite clay
- essential oils
- apple cider vinegar

2 SCARS

- essential oils
- aloe vera
- cocoa butter
- tea tree oil
- baking soda
- apple cider vinegar
- turmeric
- rose hip oil
- argan oil
- manuka honey
- clay
- bentonite clay

3 DETOX

- clay
- charcoal
- baking soda
- apple cider vinegar
- essential oils
- mud
- bentonite clay
- acv



NOTEWORTHY

In the U.S., consumers seem to find inspiration from food when researching ingredients related to skin concerns. Trendy ingredients such as apple cider vinegar, turmeric, and manuka honey were also trending related to food in the US Food Trends Report.

France Deep Dive: Top Ingredient Searches Related to Top Concerns

Trending ingredients for top concerns, ranked by volume (France): 

1 ACNÉ *acne*

aloe vera	<i>aloe vera</i>
huile de jojoba	<i>jojoba oil</i>
huile de coco	<i>coconut oil</i>
lait d'ânesse	<i>donkey milk</i>
huile végétale	<i>vegetable oil</i>
bave escargot	<i>snail slime</i>
eau micellaire	<i>micellar water</i>
argile blanche	<i>white clay</i>
huile de calophylle	<i>tamanu oil</i>
miel de manuka	<i>manuka honey</i>
acide hyaluronique	<i>hyaluronic acid</i>
huile d'avocat	<i>avocado oil</i>

2 CERNES *dark circles*

acide hyaluronique	<i>hyaluronic acid</i>
huile de calophylle	<i>tamanu oil</i>
aloe vera	<i>aloe vera</i>
huile de coco	<i>coconut oil</i>
huile végétale	<i>vegetable oil</i>
huile d'avocat	<i>avocado oil</i>

3 VERGETURES *stretch marks*

aloe vera	<i>aloe vera</i>
huile de coco	<i>coconut oil</i>
huile végétale	<i>vegetable oil</i>
huile d'avocat	<i>avocado oil</i>
huile de pâquerette	<i>daisy oil</i>
acide hyaluronique	<i>hyaluronic acid</i>
huile de jojoba	<i>jojoba oil</i>
huile de calophylle	<i>tamanu oil</i>
bave escargot	<i>snail slime</i>

NOTEWORTHY

Top trending ingredients in France are mainly oil-based. Other trending ingredients to keep an eye on in France include aloe vera and hyaluronic acid.



Japan Deep Dive: Top Ingredient Searches Related to Top Concerns

Trending ingredients for top concerns ranked by volume (Japan): 

1 毛穴 *pores*

ウォーター	<i>water</i>
ビタミン	<i>vitamin c</i>
酵素	<i>enzyme</i>
セラミド	<i>ceramide</i>
クレイ	<i>clay</i>

2 黒ずみ *darkening (blackheads)*

酵素	<i>enzyme</i>
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3 跡 *scars*

ビタミン	<i>vitamin c</i>
酵素	<i>enzyme</i>
セラミド	<i>ceramide</i>
ウォーター	<i>water</i>

NOTEWORTHY

When it comes to ingredients in Japan, it's about quality, not quantity. There is not as strong of a variety of ingredients searched in this market compared to France and the U.S. Trending ingredients in Japan are more likely to be synthesized rather than naturally occurring.

Cross-Market Trending Themes

Themes to Know



Masks



Ingredients



Devices



DIY



Bathing



Men's

Themes to Watch

Aiding the Beauty Routine With Devices

Top trending skin care devices by market, ranked by volume:

U.S.

body brush
face scrubber
face cleansing brush
exfoliating brush
deep cleansing brush
back brush
bath brush
face brushes
laser treatment

France

brosse nettoyante *cleaning brush*
ventouse anti cellulite *anticellulite suction cup*
éponge konjac *konjac sponge*
brosse visage *face brush*
tire comédon *blackhead tweezers*
brosse nettoyage visage *facial cleansing brush*
ventouse visage *face suction cup*
cellulite cup *cellulite cup*
nettoyeur visage *face cleaner (brush)*

Japan

美顔 ローラー *facial beauty roller*
綿棒 角栓 *cotton swab blackheads*
マシン *machine*
コラーゲン マシン *collagen machine*
角栓 ピンセット *blackhead tweezer*



NOTEWORTHY

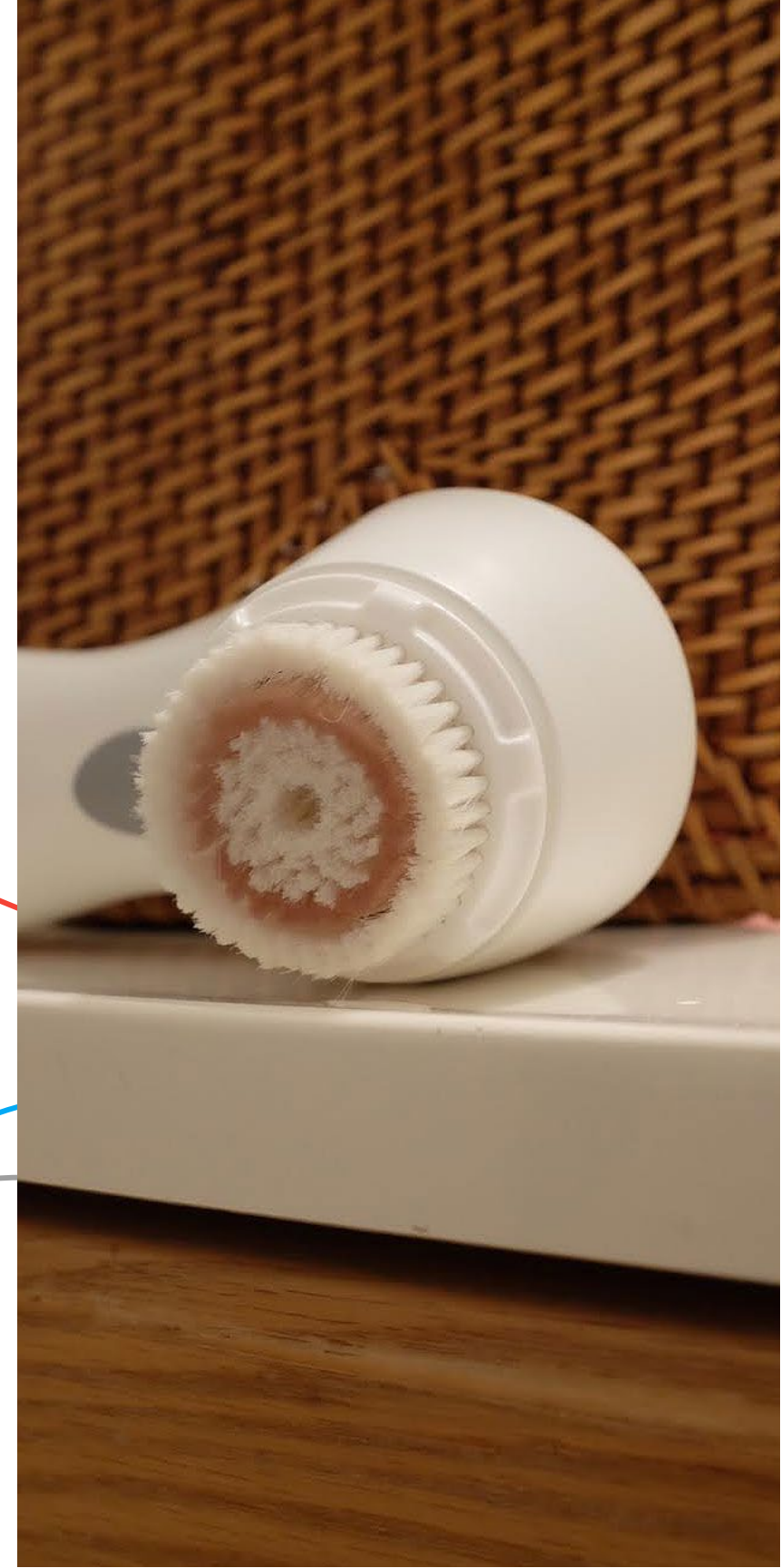
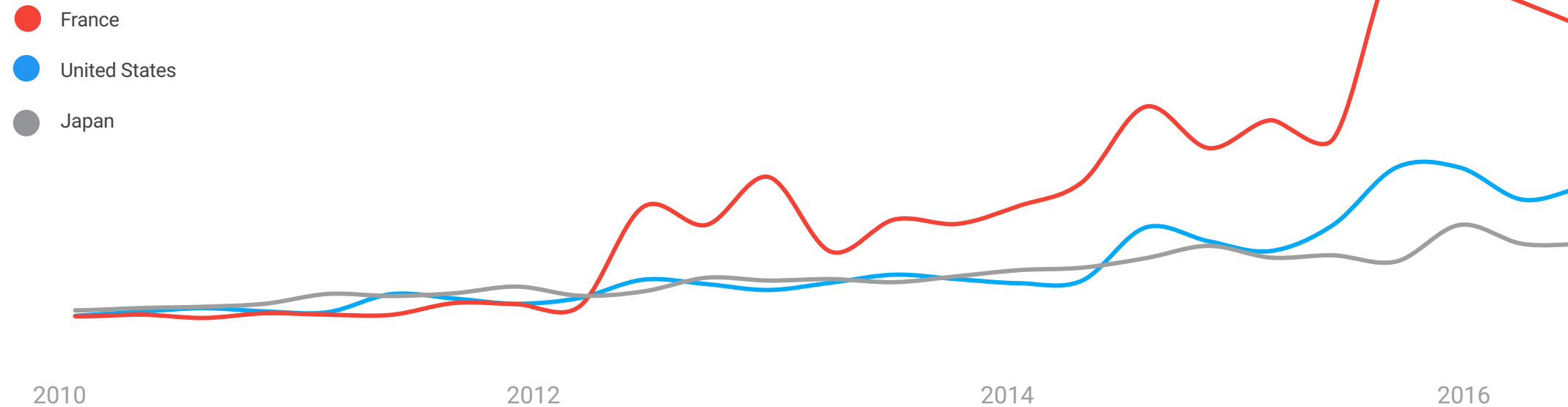
Consumers are seeking support from devices to aid in their beauty routines. The top trending devices in the U.S. are mostly focused around brushing and scrubbing, while consumers in France and Japan are embracing devices that stimulate the skin with suction or massage for example.

The Rise of the Facial Brush

Although more types of brushes are trending in the U.S., the facial brush has appeared in all three markets. France began taking the lead in terms of interest in facial brushes starting in late 2012 and has continued to own this skin care trend on a seasonal basis.

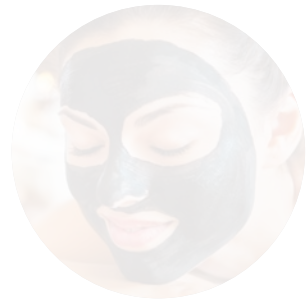
Starting in late 2014, the U.S. began to see growth in facial brush interest.

Average search volume by country inhabitant



Cross-Market Trending Themes

Themes to Know



Masks



Ingredients

Themes to Watch



Devices



DIY



Bathing



Men's

DIY in the U.S. and France

Top trending DIY-related searches by market, ranked by volume:

U.S.

DIY face mask
bath bomb recipe
DIY lip scrub
how to make a bath bomb
DIY blackhead remover
DIY charcoal mask
DIY bath bomb
blackhead mask DIY
avocado face mask DIY
DIY acne face mask
DIY rose water
lip scrub homemade
DIY lip exfoliator
bentonite clay mask recipe
how to make a charcoal mask
turmeric mask recipe

France

masque point noir maison	<i>homemade blackhead mask</i>
masque hydratant maison	<i>homemade hydrating mask</i>
gel douche maison	<i>homemade shower gel</i>
masque maison point noir	<i>homemade blackhead mask</i>
savon maison	<i>homemade soap</i>
recette savon maison	<i>homemade soap recipe</i>
peeling chimique maison	<i>homemade chemical peel</i>
exfoliant maison	<i>homemade exfoliant</i>
peeling visage maison	<i>homemade face peel</i>
recette bombe de bain	<i>bath bomb recipe</i>
saponification à froid recette	<i>saponification cold recipe</i>

NOTEWORTHY

DIY-related searches are mainly trending in the U.S. and France. Top DIY beauty searches in the U.S. are mostly related to masks, while DIY searches are across a broader range of products in France.



The Different Languages of DIY in the U.S.

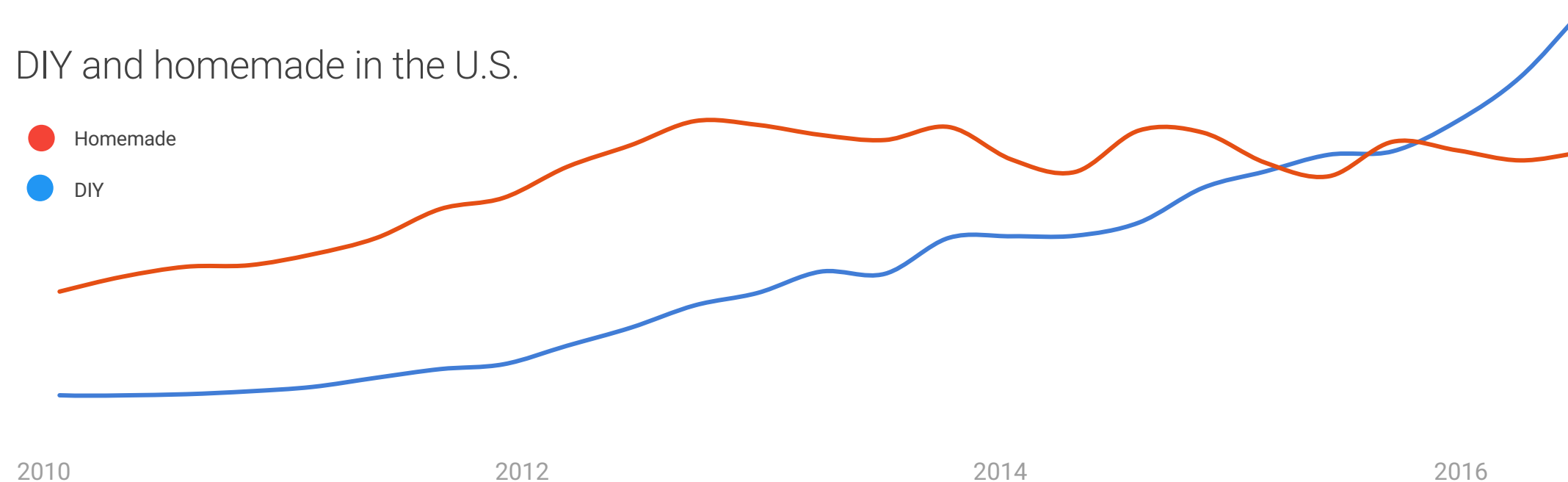
In the U.S., “DIY” is the new “homemade.”

The overall DIY category (incl. terms “DIY,” “homemade,” and “how to”) in the U.S. is growing at 8%. While still considered strong growth for such a large category, searches that specifically include the term “DIY” are growing by 38%, while searches that include the terms “recipe” or “homemade” are declining overall.

Brands should note these shifting language preferences and index more towards the phrase DIY in order to better reach target audiences.

DIY and homemade in the U.S.

● Homemade
● DIY



Cross-Market Trending Themes

Themes to Know



Masks



Ingredients



Devices



DIY



Bathing



Men's

Themes to Watch

Bathing in the U.S. and France

Top trending bathing-related searches by market, ranked by volume:

U.S.

bath bombs
epsom salt bath
bath bomb recipe
apple cider vinegar bath
homemade bath bombs
bath bombs with rings
DIY bath bomb
pokeball bath bombs
coconut oil bath
acv bath
detox bath for weight loss

France

bombe de bain
boule de bain
bath bomb
bain moussant bio
sel de bain maison
boule effervescente pour le bain

bath bomb
bath ball
bath bomb
organic bubble bath
homemade salt bath
effervescent bath ball



NOTEWORTHY

Bathing as an experience is on the rise as a top trend in the U.S. and France, growing twice as fast compared to Japan. American consumers are especially interested in crafting personalized bathtime experiences with DIY solutions and natural ingredients. Searches for bath bomb recipe are growing 72% year over year, and DIY bath bomb is growing at 80% year over year.

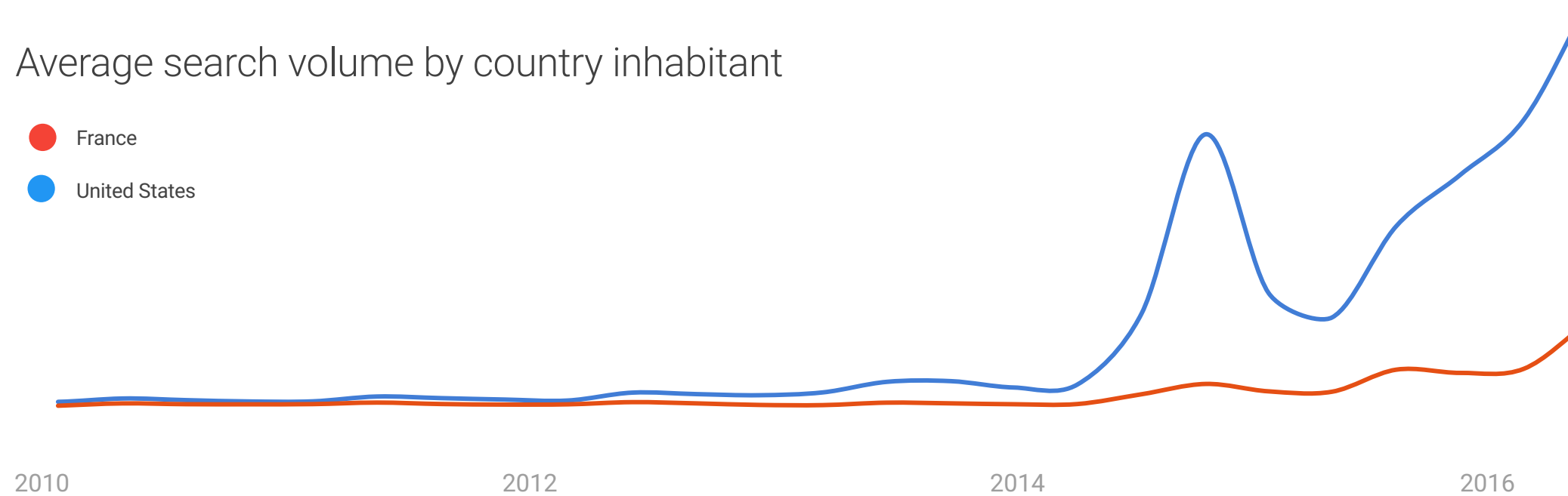
The Bath Bomb Explosion

Bath bombs are the top volume bathing trends in both the U.S. and France. Although this trend has been growing as a rising star in the U.S. since late 2015, the trend only began to take off in France during the summer of 2016.

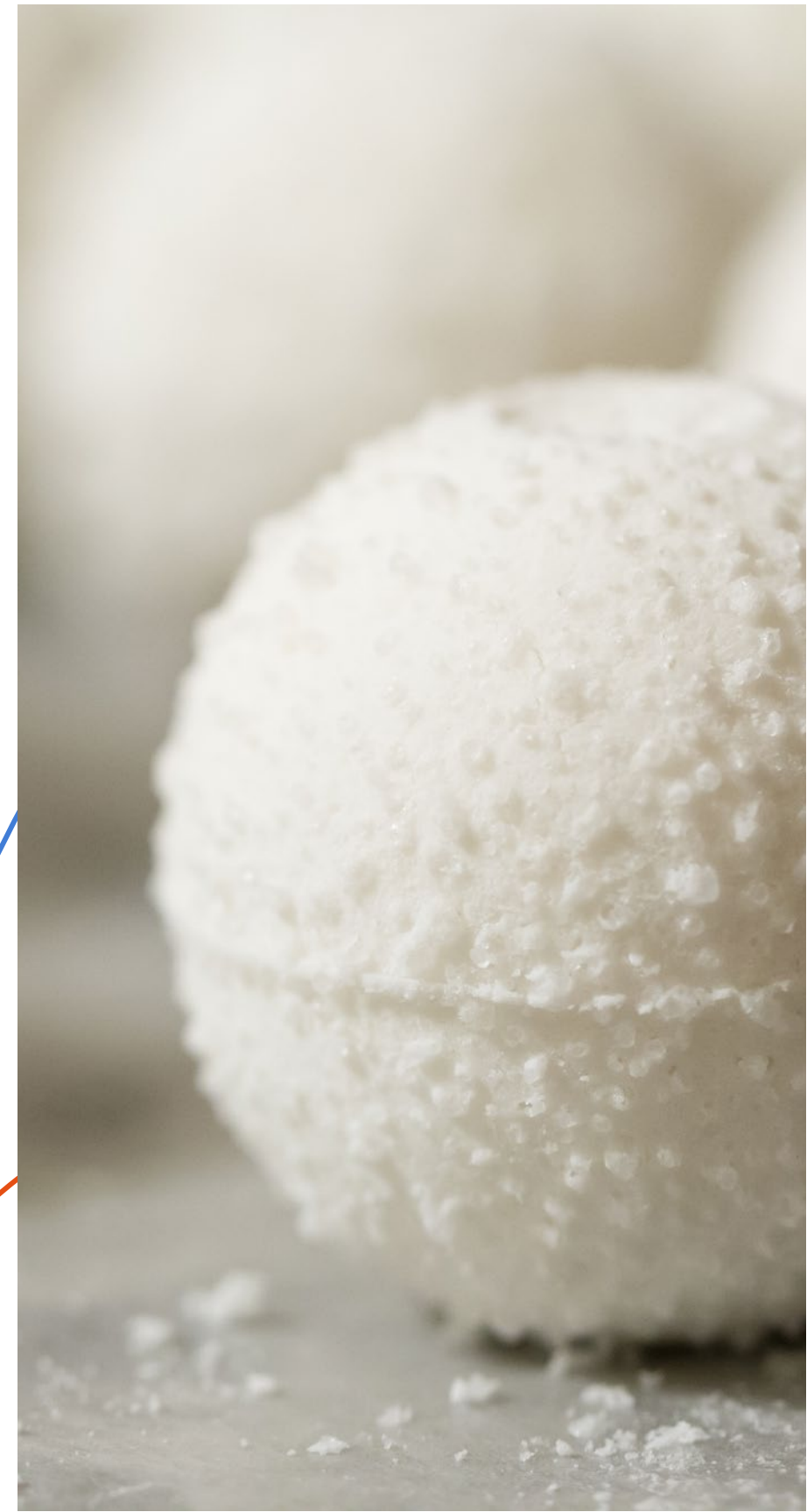
“Bath bomb” in English is trending in France, indicating that this trend most likely originated in an English-speaking market before making its way over to France.

Average search volume by country inhabitant

- France
- United States



2010 2012 2014 2016



Cross-Market Trending Themes

Themes to Know



Masks



Ingredients

Themes to Watch



Devices



DIY



Bathing



Men's

Men's Skin Care Is a Growing Trend Across Markets

Top trending men's skin care-related searches by market, ranked by volume:

U.S.

men's face wash
best face lotion for men
men's facial
men's soap
men's face cream
men's face moisturizer
facial cleanser for men

France

anti cerne homme
crème visage homme
crème anti ride homme
cc crème homme
meilleur crème hydratant visage homme
produit de beauté homme

antidark circles for men
face cream for men
antiwrinkle cream for men
cc cream for men
best moisturizing face cream for men
beauty products for men

Japan

顔の肉 落とし方 男
男性用 化粧水
肌 綺麗 男
顔 痩せ 男 方法

how to slim your face for men
men's lotion
beautiful skin for men
how to get a thin face for men

肌を綺麗にする方法 男
顔 痩せる 方法 男
男 洗顔

how to make your skin more beautiful for men
how to lose face fat for men
men's facial cleansing

NOTEWORTHY:

Though total volume is relatively low in comparison to other top trending terms, there has been an increase in searches for men's skin care products across all three markets.

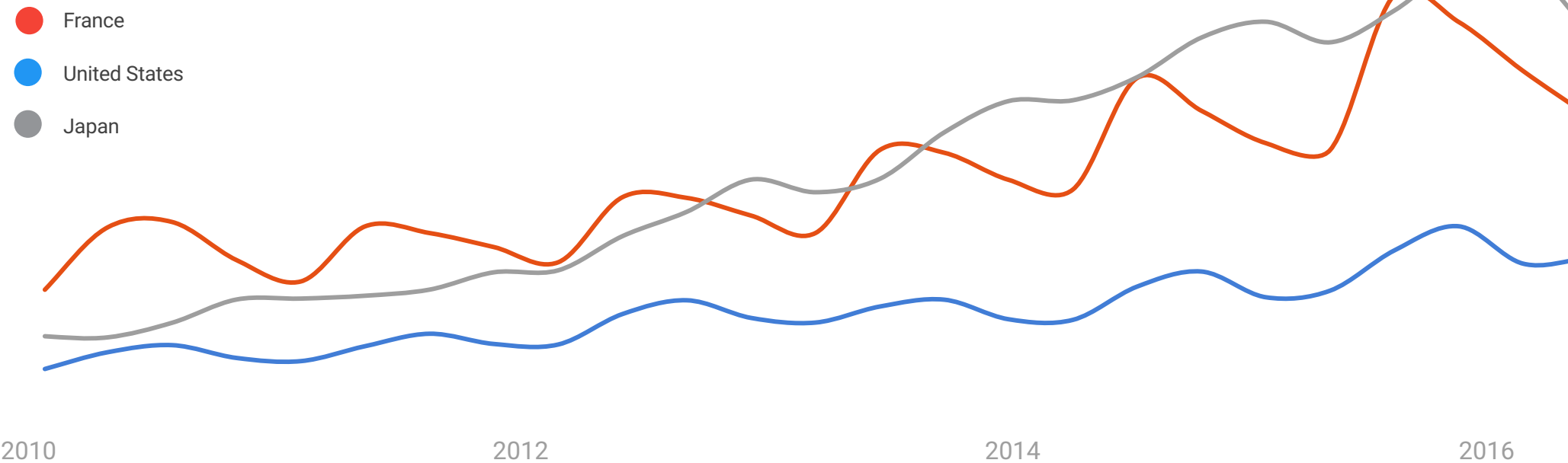
While men's body- and soap-related searches continue to grow, there is a lot of interest in skin care products for the face, including face wash, moisturizers, and branded facial brushes. As searches for men's skin care-related products are evolving from more general terms like "men's skin care" to more specific terminology such as "men's face wash," there is opportunity to educate men (and those who shop for them) on the different nuances for each product type.



Men's Skin Care

Although lower in volume at this point in time than other top themes, the men's skin care trend is demonstrating sustained growth in all three markets and is likely to continue growing over the years to come.

Average search volume by country inhabitant



Part 1

Top Risers
and Decliners
Per Market

Part 2

Top Trending
Themes
Across Markets

Part 3

An Extensive List of
the Top Volume
Skin Care Searches

Additional Details



Query

Aggregated and anonymous user searches on Google Search platforms. These searches are an exact match and do not take other spelling variations into account.



Index

The volume of searches for a query relative to the total number of searches for any query in the same category.



Growth

The year-over-year growth per query, comparing Google search volume in September 2016 to the same time period in September 2015.

Products

Query (U.S.)

Index

Growth

bath bombs	100.0	123%
cream	61.6	-11%
soap	61.5	-2%
bath salts	44.5	-22%
shea butter	41.6	-7%
face mask	31.6	26%
cocoa butter	31.3	14%
castile soap	30.5	0%
emu oil	29.9	-15%
african black soap	29.6	9%
coconut oil for skin	25.8	-10%
epsom salt bath	21.8	29%
pearl bath bombs	20.3	Inf
DIY face mask	17.2	48%
rose hip oil	16.8	9%
lotion	16.0	-35%
antibacterial soap	14.3	16%

Query (U.S.)

Index

Growth

castor oil uses	14.1	21%
bubble bath	12.7	4%
oatmeal bath	12.2	12%
sugar scrub	12.0	8%
tea tree oil for acne	11.2	-15%
aztec clay mask	10.9	72%
carbonated bubble clay mask	10.8	2188%
marula oil	10.6	-14%
black bath bomb	10.3	9757%
skin lightening cream	10.2	-11%
charcoal mask	10.1	274%
coconut oil for acne	9.8	3%
hydroquinone cream	9.1	-12%
cerave lotion	9.0	18%
DIY lip scrub	8.7	28%
bio oil reviews	8.7	-40%
cellulite cream	7.9	-6%
facial cleanser	7.8	85%

Query (France)

Translation

Index

Growth

huile de ricin	castor oil	100.0	4%
huile de coco	coconut oil	57.1	57%
savon d'alep	aleppo soap	21.4	15%
savon de marseille	marseille's soap	20.9	40%
masque visage	face mask	20.3	165%
huile d'argan	argan oil	20.3	-19%
savon noir	black soap	19.5	2%
beurre de karité	shea butter	15.8	3%
huile de massage	massage oil	15.7	-2%
bb crème	bb cream	12.0	-25%
gel aloe vera	aloe vera gel	11.6	28%
masque visage maison	homemade face mask	11.0	-40%
huile d'amande douce	sweet almond oil	10.8	3%
huile de jojoba	jojoba oil	10.3	10%
huile de chanvre	hemp oil	8.8	-2%
l'huile de ricin	castor oil	8.0	-5%
huile de noix de coco	coconut oil	7.4	7%

Query (France) Translation Index Growth

crème	cream	7.3	3%
savon	soap	7.0	1%
gommage visage	face scrub	6.7	37%
huile de coco bio	organic coconut oil	6.7	85%
gommage maison	homemade scrub	6.2	-22%
huile d'avocat	avocado oil	6.0	26%
crème cicatrisante	healing cream	5.6	13%
masque point noir	blackhead mask	5.6	198%
huile de serpent	snake oil	5.4	-10%
cc crème	cc cream	5.4	-21%
huile de paraffine	paraffin oil	5.3	-7%
gel d'aloé vera	aloe vera gel	5.3	14%
huile de carotte	carrot oil	5.2	8%
gel douche	shower gel	4.9	17%
lait d'ânesse	donkey milk	4.7	-11%
gommage corps	body scrub	4.6	18%
huile de sésame	sesame oil	4.6	5%

Query (Japan)

Translation

Index

Growth

ハンド クリーム	hand cream	100.0	1%
除毛 クリーム	hair removal cream	89.9	-6%
牛乳 石鹸	milk soap	86.6	7%
馬 油	horse oil	86.2	-22%
ボディ クリーム	body cream	80.7	20%
入浴 剤	bath additive	61.9	2%
石鹸	soap	54.3	-8%
毛穴 パック	pore mask	47.7	-2%
アイ クリーム	eye cream	44.6	8%
クリーム	cream	33.3	-1%
ハンド クリーム おすすめ	hand cream recommendations	32.1	-4%
洗顔 石鹸	facial soap	30.3	1%
保湿 クリーム	moisturizing cream	29.5	-8%
妊娠 線 クリーム	pregnancy line cream	29.5	16%
シ アバター	shea butter	29.3	-21%
ハンド クリーム 人気	hand cream popular	29.2	12%

Query (Japan) Translation Index Growth

フェイス マスク	face mask	28.4	0%
ボディ スクラブ	body scrub	27.9	24%
鼻 パック	nose mask	25.5	-5%
炭酸 パック	carbonated mask	25.0	-12%
bb クリーム ランキング	bb cream ranking	24.2	-27%
ヨーグルト パック	yogurt mask	23.9	-23%
美白 クリーム	whitening cream	20.9	99%
ボディ クリーム ランキング	body cream rankings	20.8	-19%
リップ クリーム おすすめ	lip cream recommended	20.6	4%
cc クリーム ランキング	cc cream rankings	20.4	-24%
bb クリーム おすすめ	bb cream recommended	20.1	28%
シート マスク	sheet mask	19.9	23%
入浴	bathing	19.6	16%
入浴剤 ランキング	bathing additive ranking	18.8	4%
デリケート ゾーン 石鹸	feminine zone soap	17.9	13%

Masks

Query (U.S.)

Index

Growth

face mask	100.0	26%
DIY face mask	54.2	48%
homemade face mask	47.4	-19%
aztec clay mask	34.6	72%
carbonated bubble clay mask	34.2	2188%
charcoal mask	32.0	274%
dead sea mud mask	23.3	329%
clay mask	19.7	28%
charcoal face mask	18.7	151%
avocado face mask	18.4	-14%
DIY hair mask	18.1	4%
turmeric face mask	17.9	16%
best face mask	17.9	62%
bubble clay mask	17.2	1899%
bentonite clay mask	15.7	35%
egg white mask	15.4	67%
face mask for acne	14.9	33%
blackhead mask	14.3	756%

Query (U.S.)

Index

Growth

honey face mask	13.8	-15%
peel-off face mask	13.0	117%
mud mask	12.3	45%
skin care masks and peels	12.0	Inf
turmeric mask	11.1	80%
korean face mask	11.1	173%
indian clay mask	11.0	79%
carbonated clay mask	10.7	5030%
baking soda face mask	10.3	15%
winter face mask	10.2	-36%
sheet mask	10.1	184%
black face mask	9.8	100%
blackhead mask	9.7	141%
best face masks	9.3	66%
oatmeal face mask	8.9	-20%
face masks for acne	8.8	1%
avocado mask	8.8	-6%

Query (France) Translation Index Growth

masque visage	face mask	100.0	165%
masque visage maison	homemade face mask	54.2	-40%
masque point noir	blackhead mask	27.6	198%
peel	peel	22.2	91%
masque de nuit	eye mask	19.1	9%
black mask	black mask	17.8	50%
masque argile verte	green clay mask	17.7	18%
masque anti point noir	anti-blackhead mask	17.0	84%
peel off	peel off	14.9	243%
masque argile	clay mask	10.2	10%
masque peel off	peel-off mask	8.9	51%
masque pour dormir	sleeping mask	8.8	28%
masque visage miel	honey face mask	8.1	2%
masque hydratant visage	moisturizing facial mask	7.8	18%
masque point noir maison	homemade blackhead mask	7.2	71%
masque hydratant maison	homemade moisturizing mask	6.8	39%
masque naturel visage	natural face mask	6.4	-16%
masque noir point noir	blackhead black mask	6.4	694%

Query (France) Translation Index Growth

masque peau grasse	mask oily skin	5.3	-7%
masque yeux	eye mask	4.8	29%
masque hydratant	moisturizing mask	4.8	25%
masque visage naturel	natural face mask	4.5	65%
masque argile blanche	white clay mask	4.3	15%
masque pour courir	mask for running	4.1	402%
masque anti point noir maison	homemade anti-blackhead mask	3.9	77%
masque nuit	night mask	3.8	9%
masque anti acné	anti-acne mask	3.6	-18%
base peel off	peel-off base	3.6	234%
masque avocat	avocado mask	3.6	16%
masque charbon point noir	coal blackhead mask	3.5	2757%
masque acné	acne mask	3.4	8%
masque contour des yeux	eye mask	3.3	12%
masque anti bouton	anti-spot mask	3.2	19%
masque argile verte visage	green clay face mask	3.2	10%
masque purifiant	purifying mask	3.1	35%
masque anti cerne	anti-eye bag mask	2.5	23%

Query (Japan) Translation Index Growth

毛穴 パック	pore mask	100.0	-2%
フェイス マスク	face mask	59.7	0%
鼻 パック	nose mask	53.4	-5%
炭酸 パック	carbonated mask	52.5	-12%
ヨーグルト パック	yogurt mask	50.1	-23%
フェイス パック	face mask	43.7	29%
シート マスク	sheet mask	41.8	23%
唇 パック	lip mask	35.8	14%
顔 パック	face mask	34.1	0%
パック おすすめ	mask recommendations	31.6	58%
パック ランキング	mask rankings	24.9	28%
はちみつ パック	honey mask	24.8	9%
マスク ニキビ	mask acne	19.9	-5%
ゼラチン パック	gelatin pack	18.8	3721%
リップ パック	lip pack	18.1	30%
クレイ パック	clay mask	16.6	31%
美白 パック	whitening mask	16.0	38%

Query (Japan)	Translation	Index	Growth
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小麦粉 パック	flour mask	14.2	89%
マスク 肌荒れ	mask for rough skin	14.1	1%
韓国 パック	South Korea mask	13.6	13%
泥 パック	mud mask	13.3	9%
ニキビ パック	acne mask	12.6	26%
ヘア パック	hair mask	12.5	-9%
パック 人気	popular mask	11.4	95%
フェイス マスク おすすめ	face mask recommendations	11.4	15%
目元 パック	eye mask	10.5	82%
酵素 パック	enzyme mask	10.4	48%
フェイス パック 人気	popular face mask	10.3	55%
小顔 マスク	slim face mask	10.2	-14%
豆乳 ヨーグルト パック	soy milk yogurt mask	9.6	68%
ニキビ マスク	acne mask	9.5	2%
精製水 パック	purified water mask	9.4	92%

DIY

Query (U.S.)

Index

Growth

DIY face mask	100.0	48%
how to make soap	92.2	-23%
homemade face mask	87.5	-19%
bath bomb recipe	70.7	72%
DIY lip scrub	51.0	28%
how to make a bath bomb	40.0	95%
homemade soap	33.9	-27%
sugar scrub recipe	30.6	-54%
homemade bath bombs	27.7	34%
homemade sugar scrub	26.8	-35%
DIY sugar scrub	24.9	4%
homemade lip scrub	23.5	6%
homemade face scrub	22.7	-14%
how to make rose water	21.8	-6%
DIY body wrap	21.6	-53%
lip scrub DIY	20.6	3%

Query (U.S.)

Index

Growth

homemade body scrub	20.2	-38%
DIY body scrub	19.7	-15%
DIY face scrub	18.7	9%
DIY blackhead remover	17.9	166%
homemade lotion	17.6	-49%
how to make lotion	17.5	-37%
how to make sugar scrub	17.1	-23%
homemade bubble bath	17.0	-26%
DIY makeup remover	16.2	27%
soap recipes	16.1	-33%
hair mask DIY	15.8	12%
face masks DIY	15.7	146%
DIY pore strips	15.4	48%
homemade face masks	15.3	6%
how to make a face mask	14.6	-16%
homemade blackhead remover	13.9	53%
DIY soap	13.7	14%
body butter recipe	13.7	-25%

Query (France)	Translation	Index	Growth
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masque visage maison	homemade face mask	100.0	-40%
gommage maison	homemade scrub	56.8	-22%
gommage visage maison	homemade facial scrub	52.6	-20%
masque maison visage	homemade face mask	29.0	-12%
peeling maison	homemade peeling	27.4	-22%
gommage corps maison	homemade body scrub	21.5	-17%
masque point noir maison	homemade blackhead mask	13.3	71%
masque hydratant maison	homemade moisturizing mask	12.6	39%
soin visage maison	homemade facial scrub	12.4	-30%
gel douche maison	homemade shower gel	12.4	33%
soin du visage maison	homemade facial scrub	11.7	-23%
masque visage fait maison	homemade face mask	9.5	25%
masque hydratant visage maison	homemade moisturizing facial mask	8.5	-40%
savon maison	homemade soap	8.1	36%
masque anti point noir maison	homemade anti-blackhead mask	7.1	77%
exfoliant visage maison	homemade face exfoliant	7.1	5%
recette savon	soap recipe	6.7	36%
recette savon maison	homemade soap recipe	6.5	44%

Query (France) Translation Index Growth

peeling chimique maison	homemade chemical peeling	5.9	93%
crème hydratante maison	homemade moisturizer	5.9	-1%
exfoliant maison	homemade exfoliant	5.8	65%
anti cerne maison	homemade anti-eye bag	5.7	-21%
peeling visage maison	homemade face peeling	5.4	30%
recette huile de coco	coconut oil recipe	5.0	56%
gommage maison corps	homemade body scrub	4.9	-10%
shampoing solide maison	homemade solid shampoo	4.7	72%
masque pour le visage maison	homemade mask for the face	4.4	40%
gommage visage fait maison	homemade facial scrub	4.3	-20%
soins visage maison	homemade face care	4.2	-12%
nettoyage de peau maison	skin cleaning homemade	4.2	-4%
masque maison acné	homemade acne mask	4.2	4%
anti cellulite maison	homemade anti-cellulite	3.7	-38%
masque maison peau grasse	homemade oily skin mask	3.5	-23%

Bathing

Query (U.S.)

Index

Growth

bath bombs	100.0	123%
bath salts	44.5	-22%
epsom salt bath	21.8	29%
pearl bath bombs	20.3	Inf
bubble bath	12.7	4%
oatmeal bath	12.2	12%
bath bomb recipe	12.1	72%
black bath bomb	10.3	9757%
how to make a bath bomb	6.9	95%
apple cider vinegar bath	6.6	117%
baking soda bath	5.4	13%
homemade bath bombs	4.8	34%
milk bath	3.9	0%
vinegar bath	3.1	35%
bath bombs with rings	3.0	Inf
homemade bubble bath	2.9	-26%
how to use a bath bomb	2.7	19%
epsom salt bath benefits	2.6	7%

Query (U.S.)

Index

Growth

where to buy bath bombs	2.5	83%
galaxy bath bomb	2.4	-59%
homemade bath salts	2.2	-43%
how to make bath salts	2.2	-37%
bath sponge	2.2	-1%
black bath bombs	2.0	14770%
DIY bubble bath	2.0	4%
DIY bath bomb	1.9	80%
best bubble bath	1.9	2%
DIY bath salts	1.8	5%
oatmeal bath for dogs	1.3	-6%
epsom salt foot bath	1.2	37%
how to make bath bombs without citric acid	1.2	79%
bath oil beads	1.1	28%
green tea bath	1.1	37%
coconut oil bath	1.0	22%
bath products	1.0	-45%
ring bath bomb	1.0	Inf

Query (France) Translation Index Growth

bombe de bain	bath bomb	100.0	274%
bain moussant	bubble bath	82.5	-1%
sel de bain	bath salt	79.4	-6%
bain d'huile	oil bath	62.0	13%
boule de bain	bath ball	49.6	119%
bath bomb	bath bomb	30.4	87%
coffret bain	bath box	28.6	24%
bain de vapeur visage	steam bath for face	25.5	-15%
bain de pied gros sel	sea salt foot bath	19.8	-8%
bain de pied sel	salt foot bath	19.6	0%
bain de boue	mud bath	19.0	-14%
bain vapeur visage	facial steam bath	18.3	12%
perle de bain	pearl bath	17.9	-8%
bain relaxant	relaxing bath	12.8	-20%
produit pour le bain	bath product	10.2	-9%
bain moussant maison	homemade bubble bath	10.0	7%

Query (France) Translation Index Growth

bain moussant bio	bio bubble bath	8.9	22%
sel de bain maison	homemade bath salt	8.7	79%
boule effervescente pour le bain	effervescent bath ball	8.4	40%
comment faire un bain d'huile	how to make an oil bath	7.9	2%
boule de bain effervescente	effervescent bath ball	7.6	114%
bombe de bain pas cher	cheap bath bomb	7.5	425%
produit bain	bath product	7.1	15%
bain de lait	milk bath	7.0	-21%
bain d'huile de ricin	castor oil bath	6.6	-34%
bain d'huile d'olive	olive oil bath	6.4	-6%
recette bombe de bain	bath bomb recipe	6.3	135%
bain moussant enfant	bubble bath for kids	6.2	28%
bain glacé	ice bath	4.2	-7%
bain de mer	sea bath	3.8	-11%
bain d'argile	clay bath	3.8	-1%
bain de soufre	sulfur bath	3.5	8%
bain de pied poisson	fish foot bath	3.3	-9%
bain au lait d'ânesse	donkey milk bath	3.2	-3%

Query (Japan)

Translation

Index

Growth

入浴剤	bath additive	100.0	2%
入浴	bathing	31.7	16%
入浴剤 ランキング	bathing additive ranking	30.4	4%
入浴剤 ギフト	bath additive gift	16.3	-28%
沐浴剤	bath additive	11.0	4%
入浴剤 人気	popular bath additive	8.9	22%
重曹 入浴剤	baking soda additive	8.0	-21%
水素 風呂 入浴剤	hydrogen bath additive	7.9	332%
入浴 効果	bathing effect	7.8	-29%
入浴剤 効果	bath additive effect	7.7	-9%
入浴剤 手作り	handmade bathing additive	6.3	-10%
入浴剤 作り方	how to make bath additive	6.1	-4%
温冷浴	hot cold bath	5.9	-18%
泡風呂 入浴剤	bubble bath additive	5.1	19%
手作り 入浴剤	handmade bath additive	4.8	-4%
おすすめ 入浴剤	recommended bath additive	4.4	23%
炭酸 入浴剤	carbonated bath additive	4.2	7%

Query (Japan)

Translation

Index

Growth

水素 入浴剤 ランキング	hydrogen bath additive ranking	3.6	236%
乾燥 肌 入浴剤	dry skin bath additive	3.0	3%
シャワー 浴	shower bath	2.7	20%
保湿 入浴剤	moisturizing bath additive	2.7	-1%
温泉 入浴剤	hot spring bath additive	2.3	-15%
発汗 入浴剤	sweating bath additive	2.3	-2%
お風呂 入浴剤	bath additive	2.3	18%
入浴剤 保湿	moisturizing bath additive	2.1	14%
宇宙 入浴剤	outer space bath additive	2.1	-20%
水素浴	hydrogen bath	2.0	74%
入浴剤 福袋	bath additive bags	2.0	16%
入浴剤 宇宙	outer space bath additive	2.0	-9%
水素 入浴剤 効果	hydrogen bath additive effect	2.0	65%
薬用 入浴剤	medicated bath additive	1.9	-3%
可愛い 入浴剤	cute bath additive	1.9	12%
水素 バス 入浴剤	hydrogen bath additive	1.9	899%
入浴剤 重曹	baking soda bath additive	1.8	2%

Contacts



Yarden Horwitz

Trendspotting Project Lead



Olivier Zimmer

Trendspotting Project Lead



Flynn Matthews

Global Principal Industry Analyst, Beauty



Ericka Mendez

Global Insights Manager, Beauty



Ariane Le Port

Senior Insights Lead, Beauty US



Alexis Blossé

Strategic Planner,
Beauty France



Mizuki Nakajima

Strategist, Beauty Japan



Frederique Visser

Senior Strategist, Beauty Japan

Thank You

Colm O'Grada

Data Scientist, Google

Ed Westberg

Data Scientist, Google

Thomas Chi

Global Analytical Lead, Google

Ina Li

Market Researcher, Google

Georg M. Goerg

Statistician, Google

Dain Van Schoyck

Think with Google, Creative Lead

Brianne Reeber

Think with Google, Editor

Kelly McKesten

Think with Google, Producer

Erin Kleinberg

Co-founder, Métier Creative

Stacie Brockman

Co-founder, Métier Creative

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beautytrendsreport@google.com