Lóvi Beauty Trends

Lóvi · Industry report · Q3 2026

Free edition · lovi.care

What skincare shoppers check, compare, and ask about

People choose skincare for their own skin.

800K+
App downloads

★ 4.6
App Store rating · 1,500+ reviews

1M+
Products in the Lóvi database

Industry recognition

Beauty Innovation Tech of the Year
2025 · AI-driven Technology

Aesthetic Medicine World Congress
Miami 2026 · Speaker

Skin of Color Update
2026 · Speaker

Free edition · aggregate data only · About the data

About this edition

Lóvi is a beauty app that analyzes skin from a selfie, reads the full ingredient list of any cosmetic product, and builds a routine from products that suit the person. These recommendations are not tied to any brand.

Every quarter we publish what people check, compare, and ask about in Lóvi, for brands, retailers, and ingredient suppliers who want to know what their customers look for.

THIS EDITION IS BUILT AROUND ONE FINDING

People choose skincare for their own skin.

Their concerns come in personal combinations, they check products from across the market, they ask how to combine products, and they click through to a store most often when a product suits them.

01	**Concerns**	Acne after 25 and concerns that come in pairs
02	**Brands and actives**	Korean brands across age groups, and the rise of PDRN
03	**Questions**	What people ask about the actives they name
04	**Claims**	Product claims compared with the concerns people bring up
05	**Fit**	Store clicks when a product suits the person
06	**Common beliefs**	Six assumptions, checked against the data

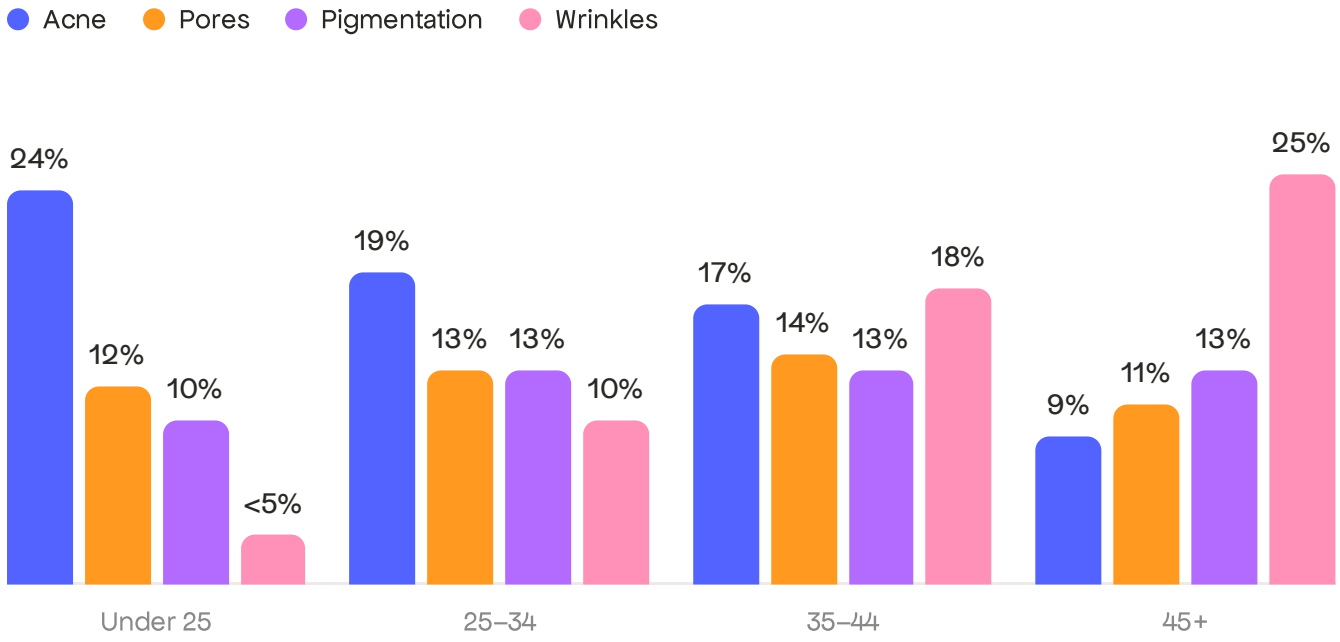
All numbers are anonymized, categorized, aggregated, sampled data. For where they come from and how we count them, see About the data.

At 35–44, acne is as common a concern as wrinkles.

17%
of people aged 35–44 who write to the Lóvi assistant bring up acne in their own words

18%
of people aged 35–44 bring up wrinkles

19%
of people aged 25–34 bring up acne, the most common of the four concerns



Concerns people bring up in their own words, by age

One person can bring up several concerns.

Most blemish care is made and marketed for teenagers, while acne remains a common concern up to age 44.

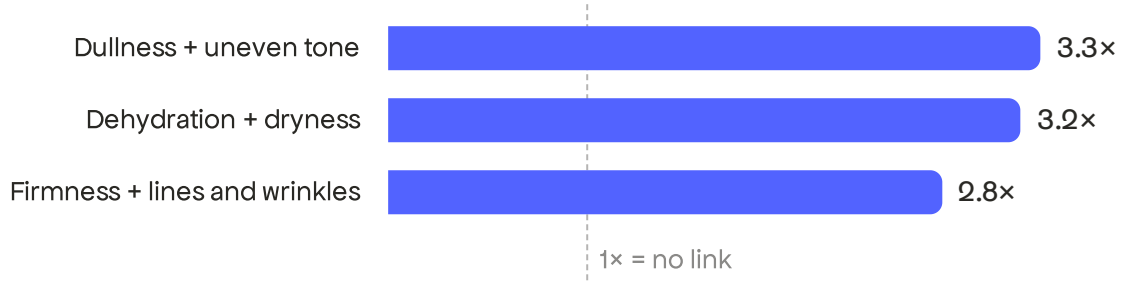
WHAT TO DO

Make blemish care with textures, formats, and messaging for people aged 25–44.

BRANDS MANUFACTURERS

Concerns come in pairs.

People who bring up dull skin bring up uneven tone 3.3× as often as everyone else. Firmness comes up with lines (2.8×), and dryness with dehydration (3.2×).



How often two concerns come up together, compared with chance (1× = no link)

People choose products the same way.

20%

of the products a person checks have three or more key actives, on average

23%

among people aged 45+

KEY INSIGHT

People look for products that address their own combination of concerns, and they check products from across the market.

WHAT TO DO

Build products around concerns that come up together, and state where the product goes in a routine.

BRANDS MANUFACTURERS

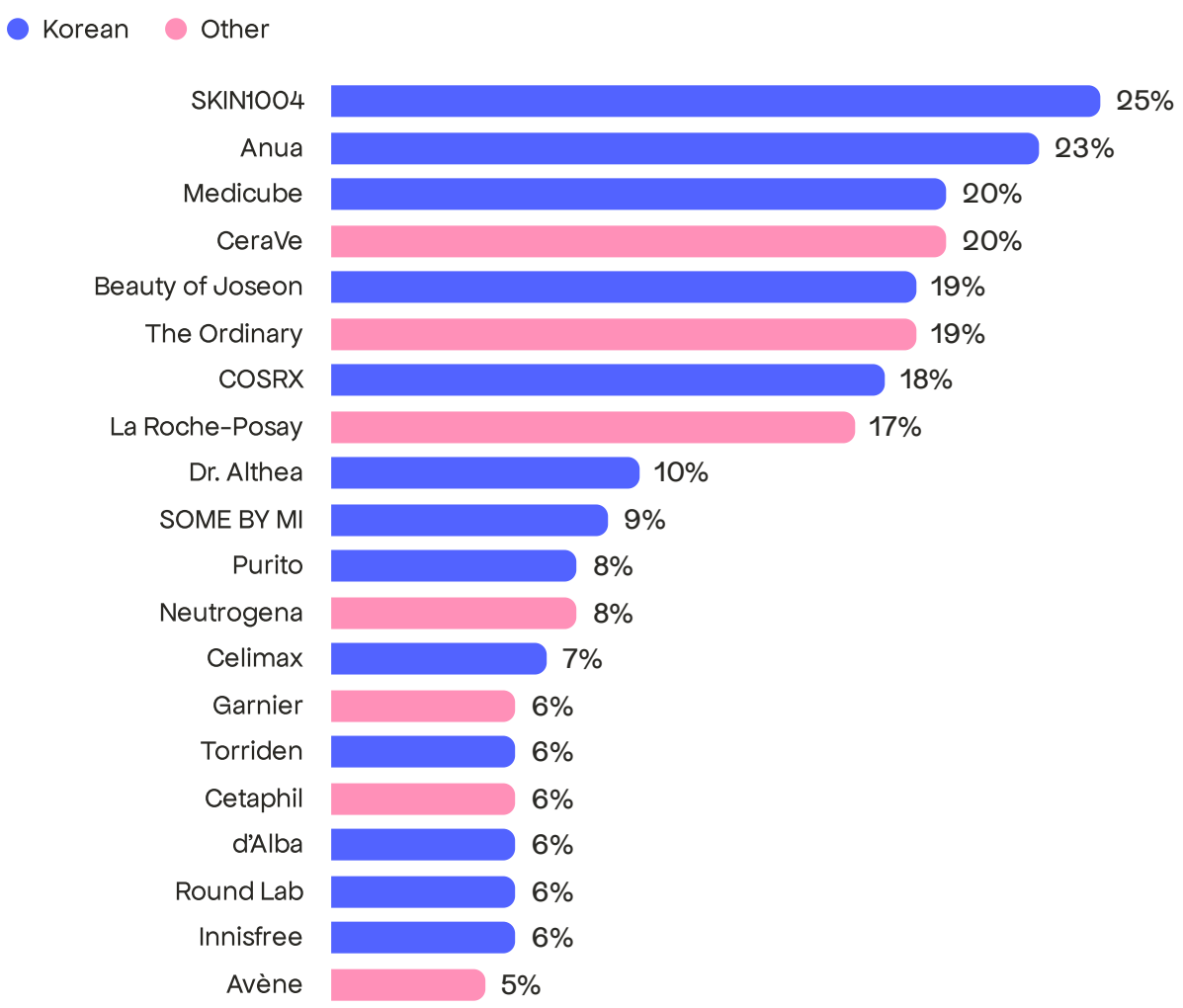
Korean brands reach 67% of people who check products.

13 of 20

brands people check most are Korean

25%

of people checked SKIN1004, the most-checked brand

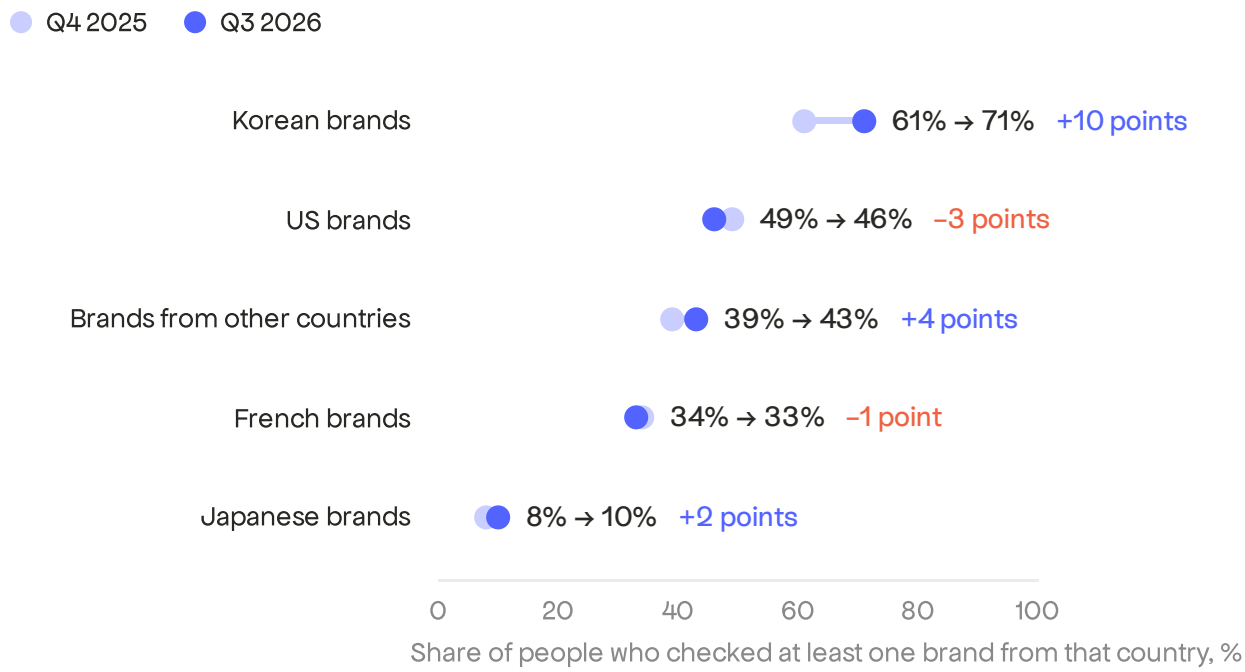


The 20 brands people check most: share of people who checked each brand

One person can check several brands, so the shares add up to more than 100%.

Korean brands gained 10 points, US brands lost 3.

Between Q4 2025 and Q3 2026, the share of people who checked at least one Korean brand rose from 61% to 71%. For US brands it fell from 49% to 46%, and for French brands it stayed at about 33%.



Share of people who checked brands by country of origin, Q4 2025 compared with Q3 2026

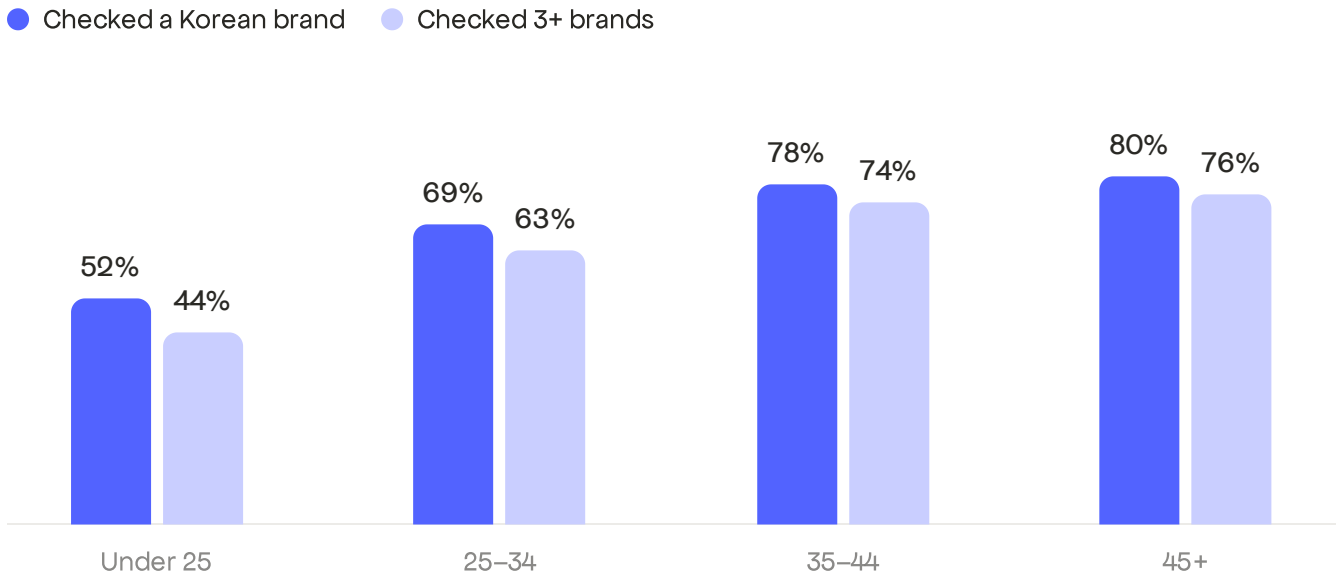
One person can check brands from several countries, so the shares add up to more than 100%.

People aged 45+ check Korean brands more than any other age group.

80%
of people aged 45+ checked a Korean brand

52%
of people under 25 checked a Korean brand

76% vs 44%
checked three or more brands: people aged 45+ compared with people under 25



Share of people who checked a Korean brand and who checked three or more brands, by age

People aged 45+ also check the widest range of brands: 76% checked products from three or more brands, compared with 44% of people under 25.

WHAT TO DO

Offer Korean skincare to every age group, including people aged 45+. Make the offer clear for each age group: say plainly who the product is for, in words that this audience uses, rather than one mixed message for everyone.

BRANDS RETAILERS DISTRIBUTORS

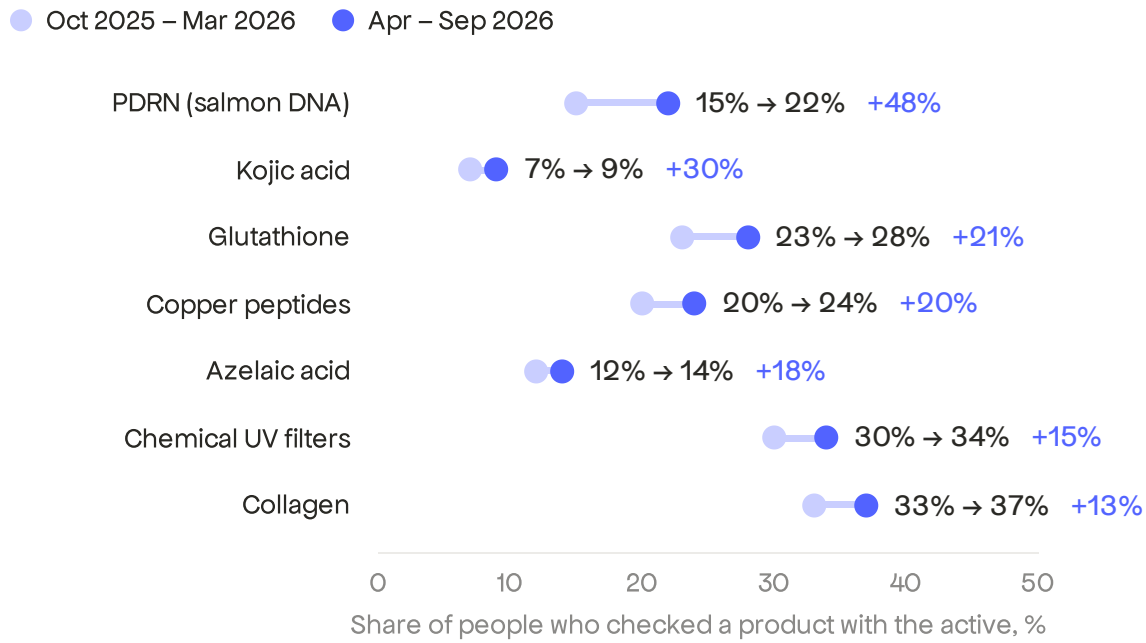
Interest in PDRN grew 48% in six months.

15% → 22%
of people checked a product with PDRN

+48%
growth for PDRN in six months

+30%
kojic acid, the next active in the chart

The share of people who checked a product with PDRN grew from 15% to 22%, well ahead of the next active in the chart, kojic acid (+30%).



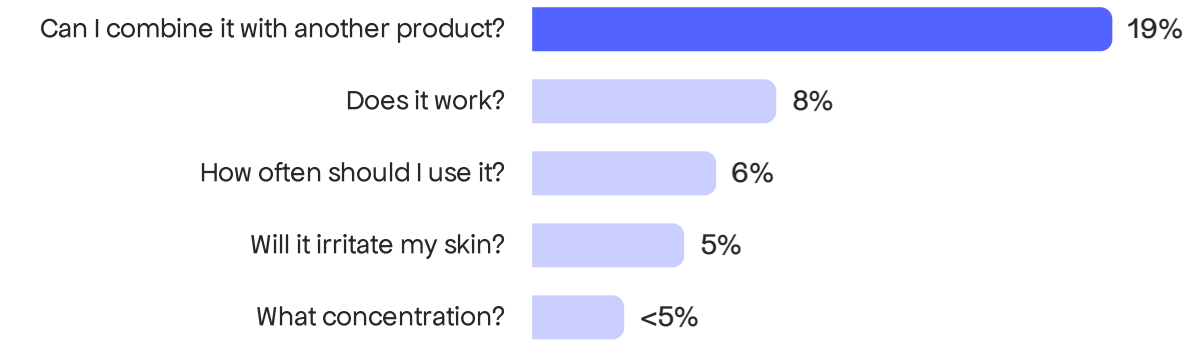
Share of people who checked each active, Oct 2025 – Mar 2026 compared with Apr – Sep 2026

KEY INSIGHT

New brands and new actives bring new questions.

“Can I use it with...?” is the most common question about actives.

19% of people who ask about an ingredient ask whether they can combine it with another product, more than twice as many as ask whether it works (8%).



What people ask about the actives they name

New actives show the same pattern. People check products with PDRN 4.1× as often as they ask what PDRN is, so many of them try PDRN products before they learn what PDRN does.

WHAT TO DO

State on the pack and the product page which actives the product works with and in what order to apply them, and explain new actives like PDRN on the product page.

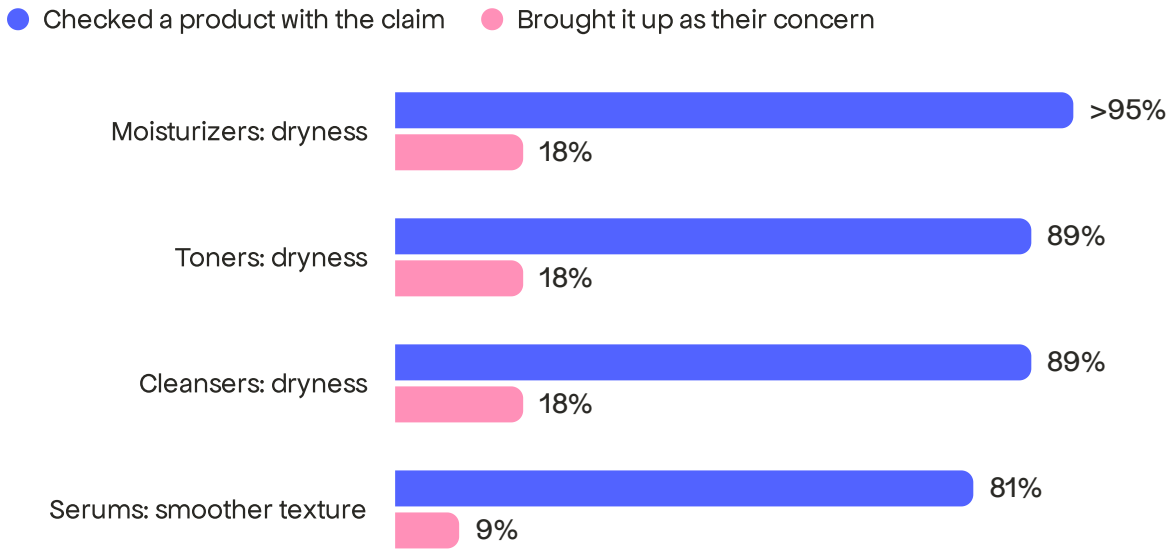
BRANDS INGREDIENT SUPPLIERS CONTENT CREATORS

NEXT IN THIS REPORT · CLAIMS

How product claims compare with the concerns people bring up.

Almost every moisturizer claims hydration, and 18% of shoppers bring up dryness.

Over 95% of people who check moisturizers check one that claims hydration, and 18% of them bring up dryness as their concern. Toners (89% compared with 18%), cleansers (89% compared with 18%), and serums that claim smoother texture (81% compared with 9%) show the same pattern.



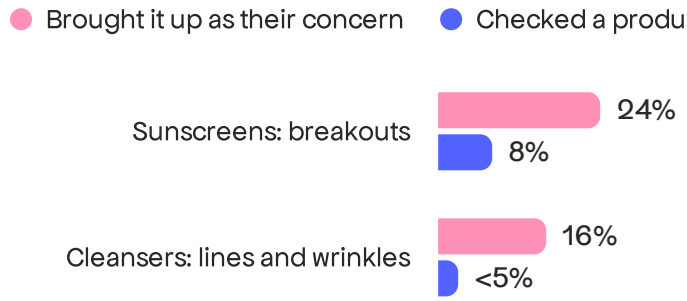
Claims on the products people check, and the concerns they bring up

KEY INSIGHT

Shoppers expect these products to hydrate, so the concerns they bring up are what sets one product apart from another.

A quarter of sunscreen shoppers bring up breakouts.

24% of people who check sunscreens bring up breakouts, and 8% check a sunscreen that claims to suit breakout-prone skin. Among people who check cleansers, 16% bring up lines and wrinkles, and <5% check a cleanser that claims to help with them.



Concerns people bring up, and the claims on the products they check

WHAT TO DO

Make sunscreens that suit breakout-prone skin, and state it on the pack.

MANUFACTURERS BRANDS INGREDIENT SUPPLIERS

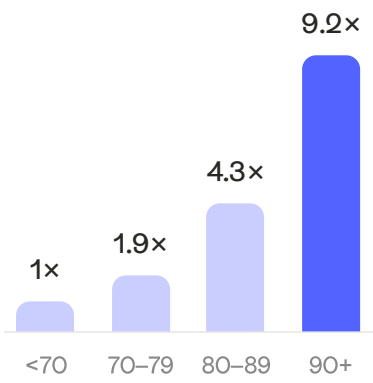
NEXT IN THIS REPORT · FIT

What happens when a product suits the person.

Products that suit the person get nine times the clicks to a store.

Product pages with a Lóvi Fit Score of 90+ get 9.2× the clicks to a store per view of pages scoring below 70. Star ratings of 4.0–4.7 get 1.4× the clicks of ratings below 4.0, and products with 500–1,999 reviews get 1.4× the clicks of products with fewer than 20 reviews.

By Lóvi Fit Score



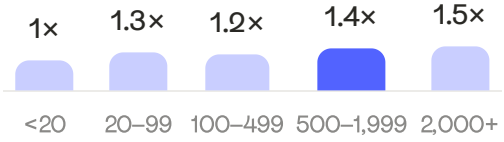
90+ gets 9.2× the clicks of pages below 70

By star rating



4.0–4.7 gets 1.4× the clicks of ratings below 4.0; 4.8–5.0 is not reported

By number of reviews



500–1,999 reviews get 1.4× the clicks of fewer than 20 reviews

Store clicks per product page view, compared with the lowest group (1×). All three charts use the same scale.

What is the Lóvi Fit Score

The Lóvi Fit Score rates from 0 to 100 how well a product suits a person's skin profile: skin type, sensitivity, and concerns. It rates the whole formula for safety, functionality, effectiveness for those concerns, and suitability for the skin type. We built the method with dermatologists and cosmetic chemists and presented it at AMWC and Skin of Color Update. Scores are independent of brands and are never for sale.

How it works

lovi.care/fitscore

WHAT TO DO

Show how well a product suits each shopper as prominently as price and reviews.

E-COMMERCE PLATFORMS RETAILERS BRANDS

Common beliefs and what the data shows

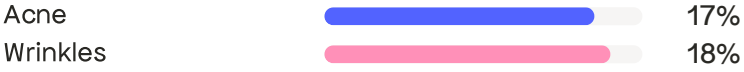
Six assumptions about skincare shoppers, checked against what people check, compare, and ask about in Lóvi.

BELIEF 01

"Acne is a teenage concern"

17% compared with 18%

At 35–44, acne is as common a concern as wrinkles

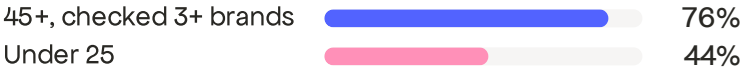


BELIEF 02

"People aged 45+ stay with the brands they know"

76% compared with 44%

People aged 45+ check the widest range of brands



BELIEF 03

"K-beauty is for people under 25"

80% compared with 52%

Korean brands reach more people aged 45+ than under 25

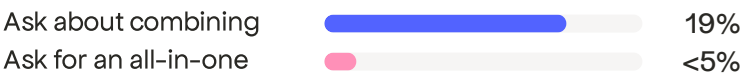


BELIEF 04

"People want one product for everything"

19% compared with <5%

Far more people ask how to layer products

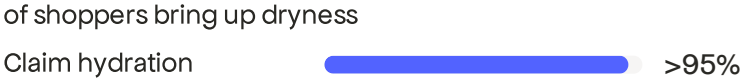


BELIEF 05

"Hydration sells moisturizers"

>95% compared with 18%

Almost every moisturizer claims it, and a minority of shoppers bring up dryness



BELIEF 06

"Star ratings drive purchases"

9.2× compared with 1.4×

Fit to the person moves store clicks more than star ratings



Contact us

We publish Beauty Trends so that brands, retailers, and manufacturers know what their customers look for, and so that people find products that work for them. Tell us what was useful and what you'd like to see next quarter.

Write to us

Questions about the data, methodology, or a custom report

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REPORTS

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This report contains no personal data. All figures are anonymized, categorized, aggregated, sampled data; see About the data.

About the data

About Lóvi

Lóvi is a beauty tech company building AI personalization for beauty and longevity. The Lóvi app analyzes skin from a phone photo, reads the full ingredient list of any cosmetic product, and builds a routine from products that suit the person. These recommendations are not tied to any brand. The same technology is available to partners through an SDK and API.

- More than 800,000 downloads, rated 4.6 on the App Store and 4.5 on Google Play.
- A database of over 1 million skincare products, each analyzed ingredient by ingredient.
- Built by dermatologists, cosmetic chemists, and machine-learning engineers.
- The Lóvi Fit Score method has been presented at Next in Beauty, AMWC, and Skin of Color Update.
- Lóvi is independent of brands. Scores and rankings are never for sale.

Where the numbers come from

We count which products people check in the app and what they do next, and the topics people bring up in questions to the Lóvi assistant. Topics are tagged automatically; nobody reads the questions, and none are quoted. A store click is a tap from a product page through to a store. Star ratings and review counts summarize third-party store reviews.

Lóvi users are people who use a skincare app, so they represent skincare app users rather than every beauty shopper. We count what people check and click; purchases happen in the stores.

Period

October 2025 – September 2026. Figures about product claims and ingredients start on 18 October 2025, when product details became available for every check.

How we count

- Shares are shares of people, unless a chart says otherwise. Each person counts once per figure. One person can appear in several groups, so shares in a chart can add up to more than 100%.
- Every figure covers at least 5,000 people. Smaller groups are merged or left out.
- Every figure is computed with differential privacy on a random sample of users: a small, calibrated amount of random noise is added, so no figure reveals whether any one person is in the data.
- Percentages are rounded to whole numbers. Very small and very large values appear as <5% and >95%.
- “3.2× as often”: how often two concerns come up together, compared with how often they would if they were unrelated. 1× means no link.
- Store clicks: clicks to a store per product page view, compared with the lowest group. Each person’s views and clicks are capped, so a few very active people can’t drive the figure.
- Lóvi Fit Score: for how the score is built, see lovi.care/fitscore.

Privacy

Everything in this report is anonymized, categorized, aggregated, sampled data: no individual records, names, or photos. Users who objected to the use of their data for analytics are excluded. Age band and country are the only user attributes we use, and health conditions, pregnancy, ethnicity, and data about minors are never reported.