



E-commerce Ratings and Reviews Analysis in Anti-Agers, October 2020 - March 2021

May 2021

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RATINGS AND REVIEWS ANALYSIS

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Key findings for US anti-agers, October 2020 - March 2021

Online ratings important as more BPC shoppers migrate to e-commerce

US anti-agers will grow again after pandemic-driven downturn

Major players lead but market is fragmented with constant innovation

Number of reviews grows strongly in December 2020 and January 2021

Leading players enjoy strong ratings but review incidence rates differ

Suppliers' ratings are not static and fluctuated during the review period

Highlighting suppliers with strong online engagement and satisfaction

Estée Lauder leads share of reviews for US anti-agers but losing ground

Guerlain's number of reviews skyrockets thanks to premium launches

Estée Lauder's Bobbi Brown held highest weighted rating of all brands

Baebody and REN lowest rated from top 50 brands by number of reviews

Leading suppliers often saw rating variances across major online retailers

High price tier had the highest weighted rating during the review period

Antioxidant was the leading attribute based on number of reviews

The highest rated SKUs were with those that had pre-biotic health claims

Popular attributes show positive correlations between price and ratings

Final conclusions: US anti-agers, October 2020 - March 2021

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