



Beauty standards:

US personal care brand rankings 2025

Exploring the top personal care brands
in America based on consumer consideration.



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Foreword



Personal care is a highly competitive space, with skincare and haircare brands alike vying for consumer attention. YouGov's 2025 US personal care brand rankings reveal which brands stand out among the general population, with results further broken down by gender, generation, and the year's most improved performers.

Alongside the gen pop picture, this report spotlights youth-conscious Americans (YCA), a cohort for whom personal care is more than routine, but a reflection of identity and values. Ingredient quality, and self-image are key considerations, setting this group apart from the wider population. We reveal who they are, what they value, and where opportunities lie for marketers.

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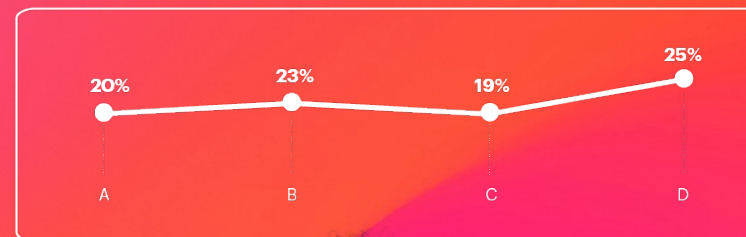
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Data results



37%
(vs. Nat Rep)



Personal care brand rankings 2025



Most considered personal care brands in 2025

Dove (Skincare and Cosmetics) leads the 2025 rankings, with 46.7% of US consumers considering the brand for their next personal care purchase.

Kleenex (40.5%) and Colgate (40.0%) follow closely, underscoring the strong presence of everyday household staples in the personal care category.

Rank	Brand	Consideration among gen pop (%)
1	Dove (Skincare and Cosmetics)	46.7
2	Kleenex	40.5
3	Colgate	40.0
4	Crest	37.9
5	Dove (Hair Products & Services)	36.6
6	Vaseline	35.1
7	Neutrogena	29.1
8	Gillette	28.3
9	Listerine	28.2
10	Olay	27.3

YouGov BrandIndex (Sep 1, 2024 - Aug 31, 2025) n> 17,500. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). Question: "When you are in the market next to purchase beauty care product/haircare products/consumer goods, from which of the following would you consider buying?"

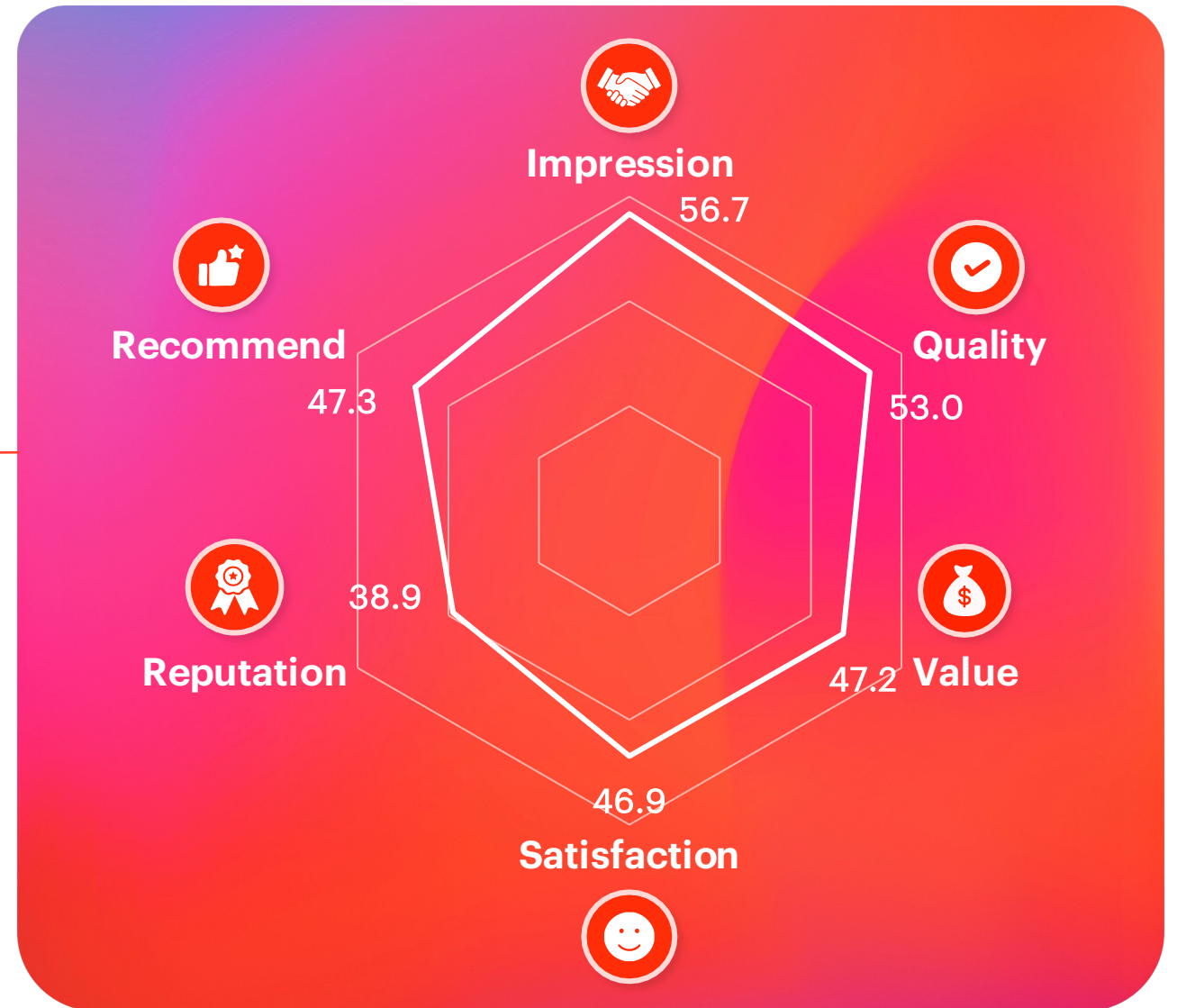
#1: Dove (Skincare and Cosmetics)

48.3

Index score
(Brand health)

Want a performance
snapshot for your brand?

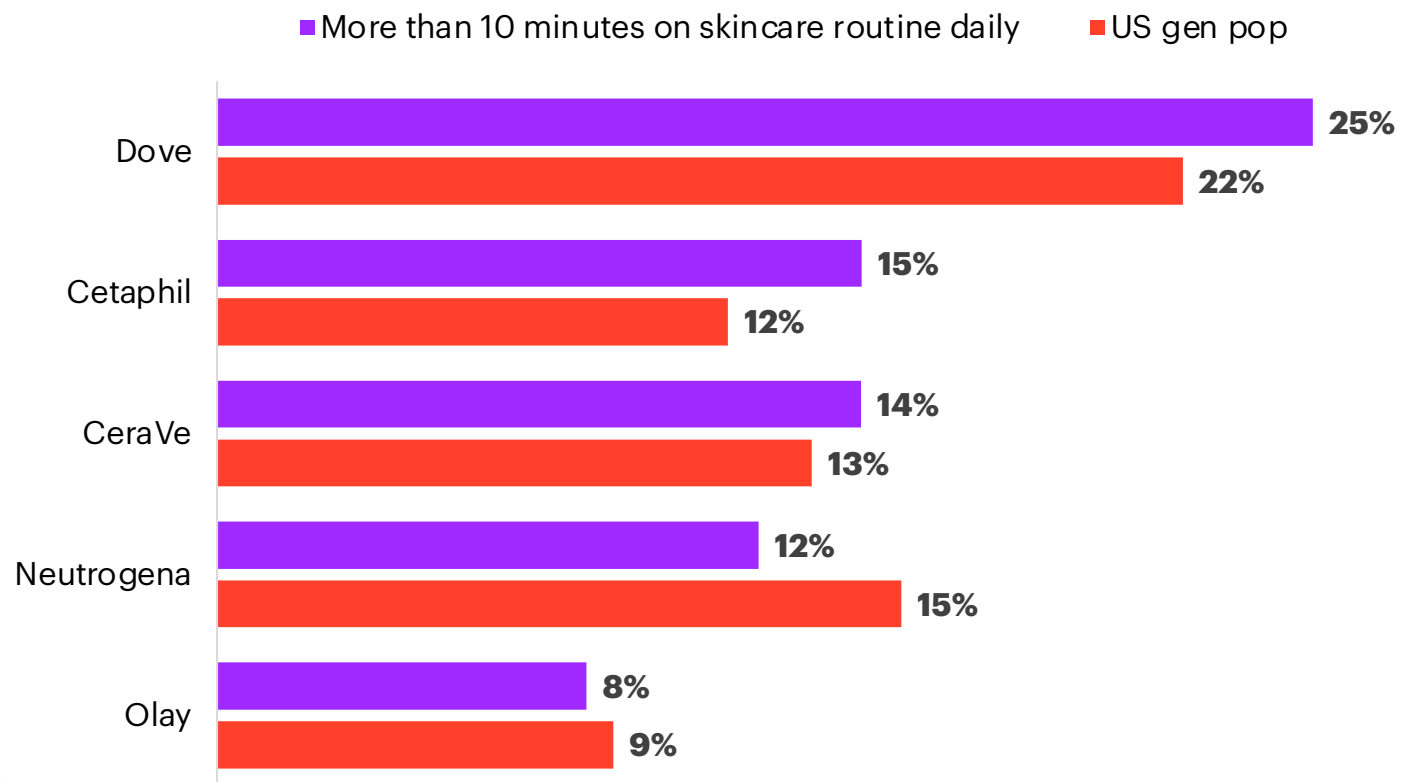
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Dove much more likely than competitors to be perceived as “authentic”

A quarter of Americans who spend more than 10 minutes per day on their skincare routines (25%) think Dove is the most authentic personal care brand.

Which of the following personal care brands feels the most “authentic” to you?



YouGov Surveys: Self-serve. October 2, 2025. Top 5 answer choices displayed. Not shown: L'Oréal, La Roche-Posay, Nivea, None of the above. Data re-weighted after removing "Other" responses (~1%). More than 10 minutes on skincare routine daily: n> 200; US gen pop: n> 975.

Most considered personal care brands: Gender

Vaseline, Gillette, Head & Shoulders and Dove Men + Care over-index with men, while Maybelline, Secret and Neutrogena are stronger with women.

Men

Rank	Brand	Consideration (%)
1	Dove (Skincare and Cosmetics)	46.2
2	Colgate	41.6
3	Dove (Hair Products & Services)	39.6
4	Vaseline ▲	39.3
5	Kleenex ▼	35.9
6	Gillette ▲	35.8
7	Crest	35.7
8	Head & Shoulders ▲	32.8
9	Dove Men + Care ▲	29.2
10	Listerine	29.0

Women

Rank	Brand	Consideration (%)
1	Dove (Skincare and Cosmetics)	47.1
2	Kleenex	44.3
3	Crest	39.8
4	Colgate	38.7
5	Olay ▲	37.4
6	Maybelline ▲	34.8
7	Secret ▲	34.2
8	Dove (Hair Products & Services)	34.1
9	Neutrogena ▲	33.9
10	Vaseline ▼	31.6

YouGov BrandIndex (Sep 1, 2024 - Aug 31, 2025). US men: n> 7,900; US women: n> 9,500. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).

▲ ▼ = +/-10% relative difference from gen pop. Question: "When you are in the market next to purchase beauty care product/haircare products/consumer goods, from which of the following would you consider buying?"

Most considered personal care brands: Generation

Toothpaste preferences differ by generation, with Colgate considered more by younger consumers and Crest by older ones. Skincare shows a similar split, with Nivea stronger among younger groups and Olay among older.

Gen Z (18+)			Millennial			Gen X			Baby Boomers+		
Rank	Brand	Consideration (%)	Rank	Brand	Consideration (%)	Rank	Brand	Consideration (%)	Rank	Brand	Consideration (%)
1	Colgate ▲	50.6	1	Dove (Skincare and Cosmetics) ▲	51.5	1	Dove (Skincare and Cosmetics)	49.0	1	Kleenex ▲	48.5
2	Dove (Hair Products & Services) ▲	47.6	2	Colgate ▲	45.5	2	Kleenex	43.5	2	Dove (Skincare and Cosmetics)	43.4
3	Dove (Skincare and Cosmetics)	45.3	3	Dove (Hair Products & Services) ▲	45.1	3	Crest	41.4	3	Crest ▲	43.0
4	Vaseline ▲	44.8	4	Vaseline	37.2	4	Colgate	39.5	4	Colgate ▼	34.4
5	Nivea ▲	41.8	5	Gillette ▲	36.3	5	Dove (Hair Products & Services)	36.6	5	Vaseline	31.9
6	Gillette ▲	33.7	6	Nivea ▲	33.7	6	Neutrogena ▲	33.7	6	Neutrogena	31.2
7	CeraVe ▲	32.7	7	Crest ▼	32.9	7	Vaseline	33.5	7	Olay ▲	30.9
8	Dove Men + Care ▲	27.3	8	Kleenex ▼	31.9	8	Listerine ▲	32.9	8	Dove (Hair Products & Services) ▼	29.6
9	L'Oréal Paris ▲	24.6	9	Dove Men + Care ▲	28.9	9	Bath & Body Works ▲	30.9	9	Listerine	28.6
10	Kleenex ▼	22.3	10	CeraVe ▲	28.5	10	Cottonelle ▲	29.5	10	Gold Bond ▲	28.2

YouGov BrandIndex (Sep 1, 2024 - Aug 31, 2025). Gen Z n> 2,000; Millennial n> 3,800; Gen X n> 3,600; Baby Boomers+ n> 7,900. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). ▲ ▼ = +/-10% relative difference from gen pop. Question: "When you are in the market next to purchase beauty care product/haircare products/consumer goods, from which of the following would you consider buying?"

Increasingly considered personal care brands year-on-year

CeraVe (+2.8) and Nivea (+1.7) show the strongest year-on-year gains. Both rank among the top consideration brands for Gen Z, highlighting their particular strength with younger consumers.

Newer brands such as CeraVe (2005) and e.l.f. Cosmetics (2004) continue to build momentum, while heritage brands such as Nivea (1911) and Dove (1957) reinforce their broad and lasting appeal.

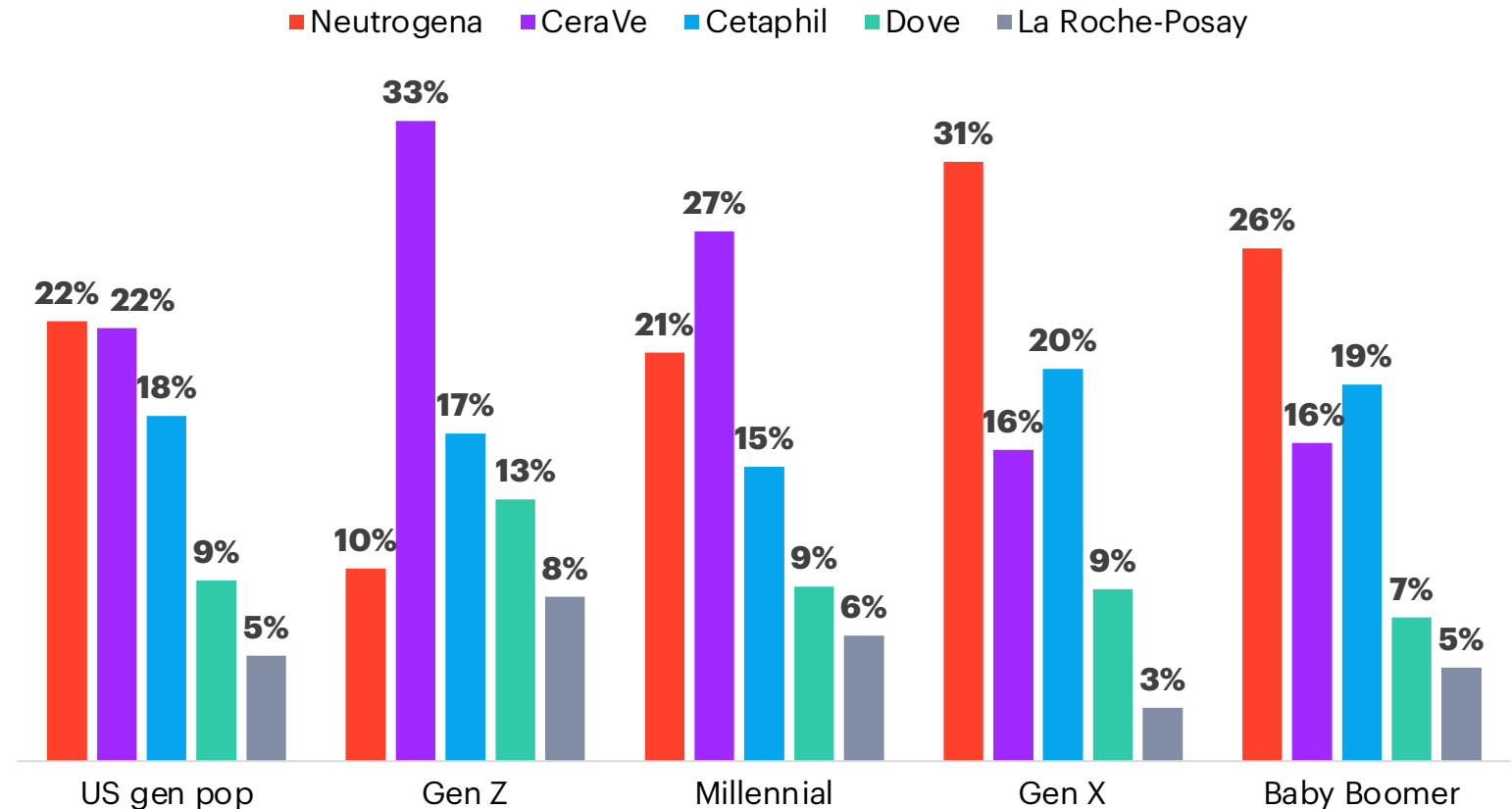
Rank	Brand	2025 Consideration (%)	2024 Consideration (%)	Change in Consideration
1	CeraVe	26.0	23.2	+2.8
2	Nivea	24.7	23.0	+1.7
3	Vaseline	35.1	34.0	+1.1
4	L'Oréal Paris	17.8	16.9	+0.9
5	Dove (Skincare and Cosmetics)	46.7	45.9	+0.8
6	Dove (Hair Products & Services)	36.6	35.9	+0.7
7	Dove Men + Care	20.8	20.1	+0.7
8	e.l.f. Cosmetics	14.1	13.5	+0.6
9	Dove Baby	7.5	6.9	+0.6
10	Lush	6.6	6.0	+0.6

YouGov BrandIndex (Sep 1, 2023 - Aug 31, 2024 vs. Sep 1, 2024 - Aug 31, 2025). US gen pop: n> 17,400. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days). Question: "When you are in the market next to purchase beauty care/hair products/consumer goods, from which of the following would you consider buying?" **+X.X** – indicates statistically significant increase.

CeraVe leads as dermatologist recommended with younger Americans, Neutrogena with older Americans

33% of Gen Z and 27% of Millennials most associate CeraVe as “dermatologist recommended” while 31% of Gen X and 26% of Baby Boomers say the same of Neutrogena.

Which of the following personal care brands do you most associate with being “dermatologist recommended”?



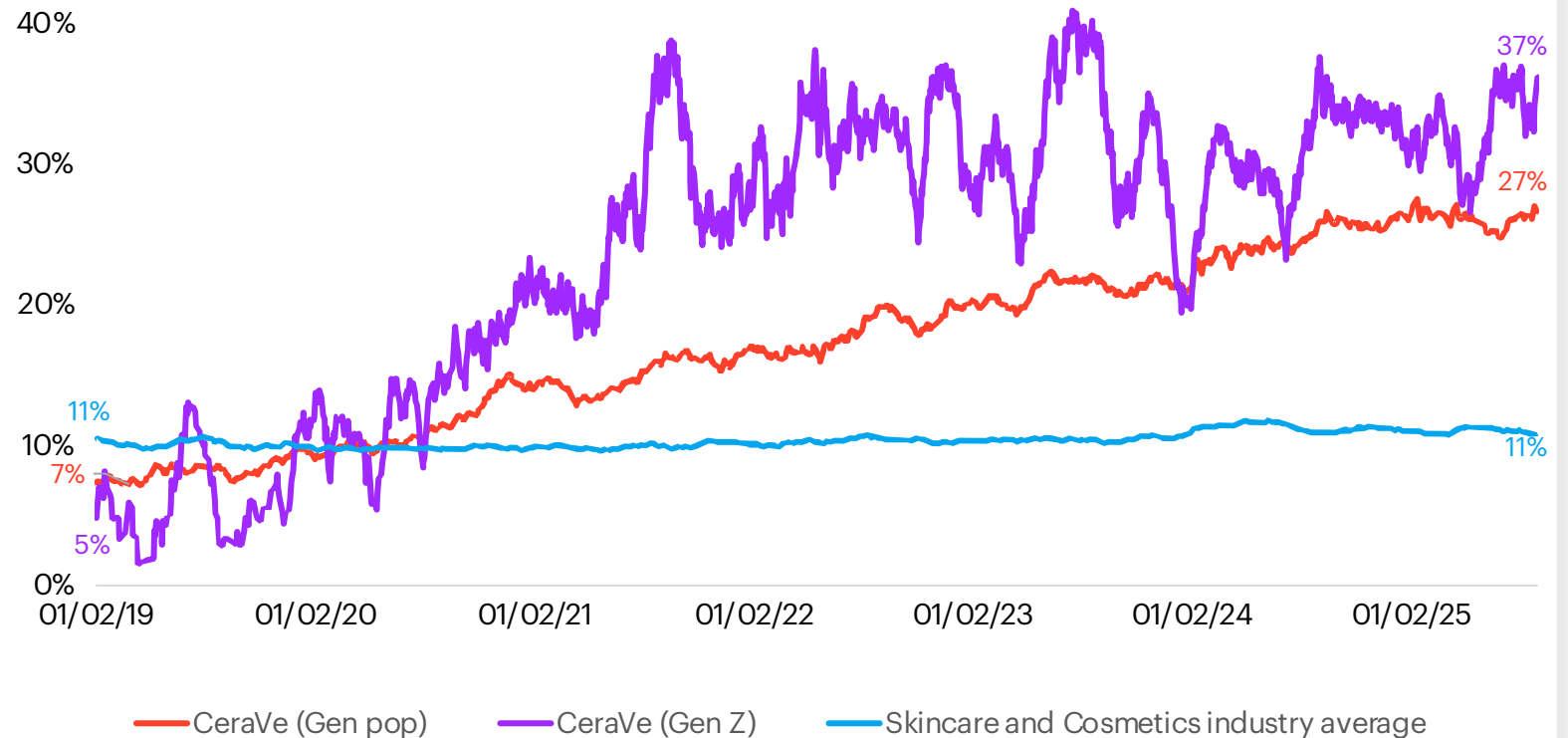
YouGov Surveys: Self-serve. October 2, 2025. Top 5 gen pop brands shown. Not shown: Olay, L'Oréal, Nivea, Other, None of the above.
 US gen pop: n> 975; Gen Z (Born 1997-2007): n> 125; Millennial (Born 1981-1996): n> 275;
 Gen X (Born 1965-1980): n> 200; Baby Boomer (Born 1946-1964): n> 325).

Tracking success: CeraVe's growth trajectory

CeraVe's brand consideration has steadily climbed since 2019, reaching 27.1% overall consideration by 2025 compared to the industry's 11%.

Among Gen Z, CeraVe is a clear standout at 36.5%, nearly 3x the category benchmark, highlighting its dominance with younger consumers.

Purchase consideration of CeraVe and industry average since 2019 (% of US gen pop and Gen Z)



YouGov BrandIndex (Feb 1, 2019 - Aug 31, 2025) n>100. 8-week moving average applied.

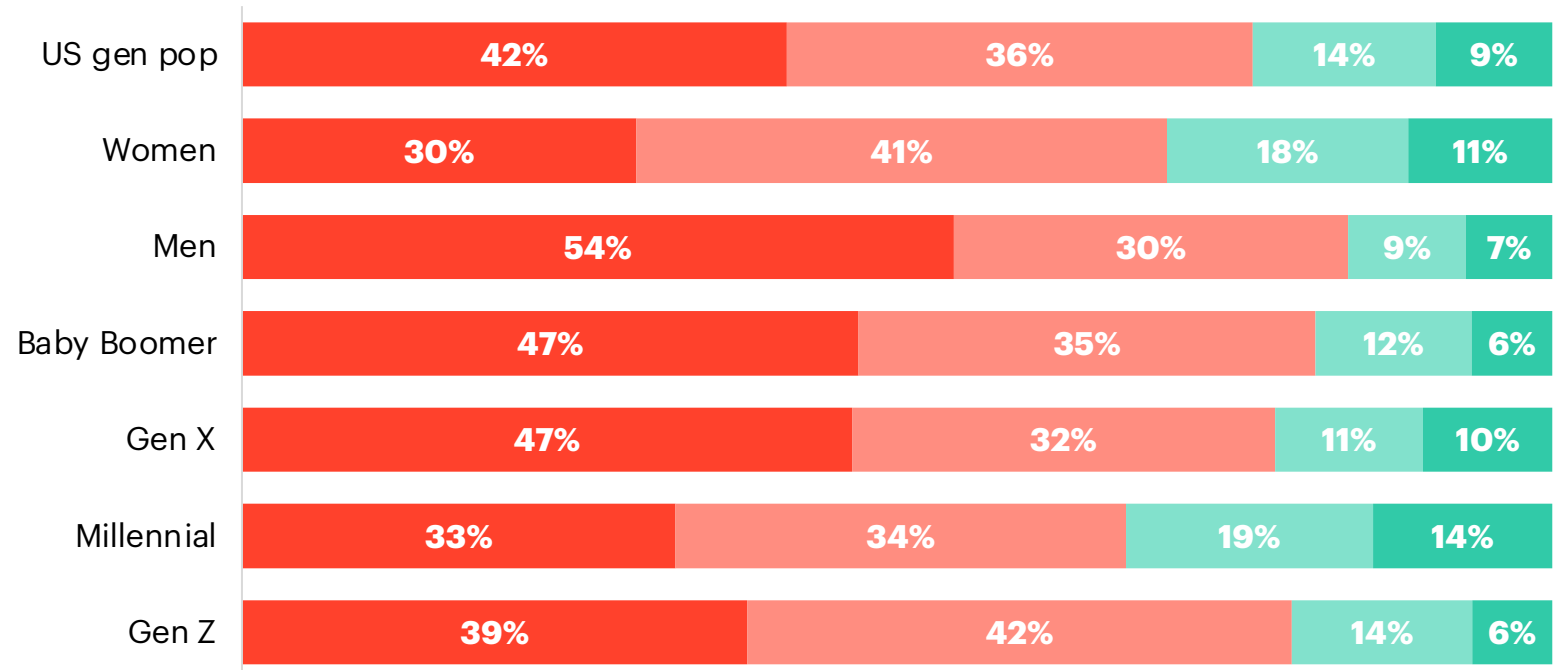
Consideration: When you are in the market next to purchase beauty care products, from which of the following would you consider buying?

Nearly a quarter of Americans (23%) spend more than 10 minutes on daily skincare routines

Nearly a third of US millennials (33%) spend 20+ minutes daily on skincare routines. 70% of women spend 5+ minutes daily on skincare or personal care routines.

On a typical day, about how much time do you personally spend on skincare or personal care routines (e.g., washing your face, applying moisturizer, using products)?

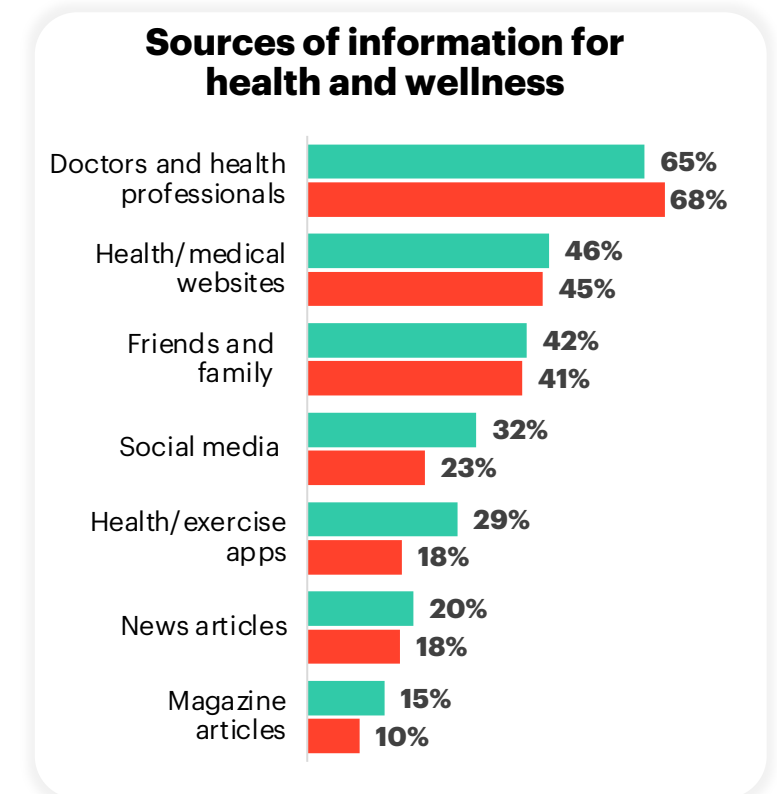
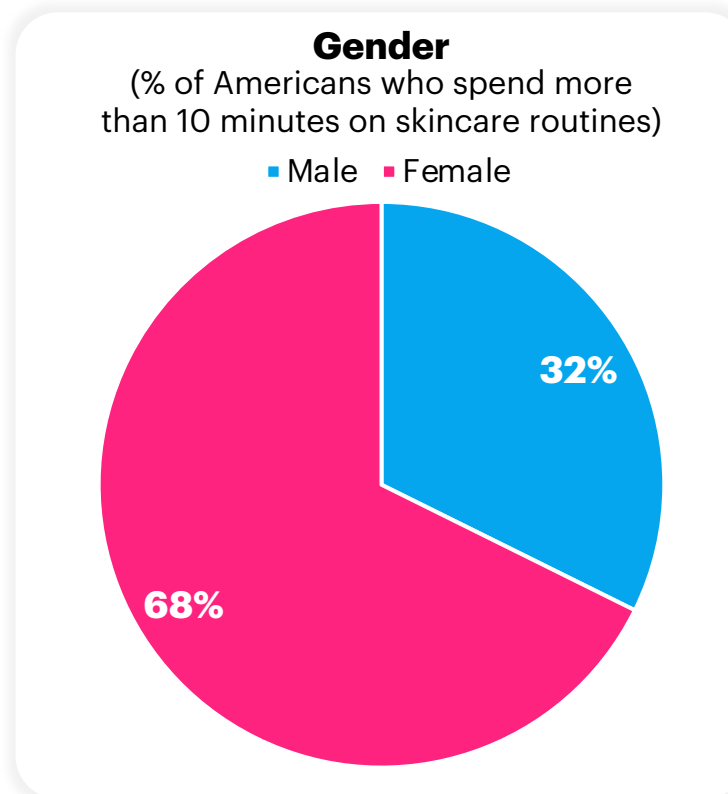
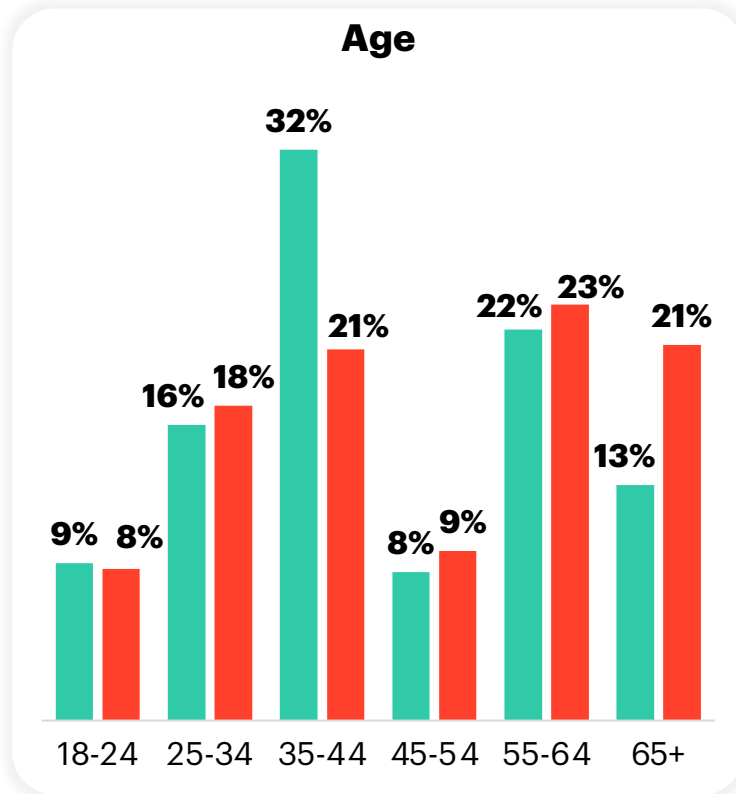
■ Less than 5 minutes ■ 5-10 minutes ■ 11-20 minutes ■ More than 20 minutes



YouGov Surveys: Self-serve. October 2, 2025. Data re-weighted after removing "Not sure" and "Prefer not to say" responses (~4%).
 US gen pop: n> 925; US women: n> 525; US men: n> 400. Gen Z (Born 1997-2007): n> 100; Millennial (Born 1981-1996): n> 275;
 Gen X (Born 1965-1980): n> 200; Baby Boomer (Born 1946-1964): n> 325.

Who spends more than 10 minutes per day on skincare routines, and where do they get their information?

■ More than 10 minutes daily on skincare routines (US) ■ US gen pop



YouGov Surveys: Self-serve. October 2, 2025. Data re-weighted after removing "Not sure" and "Prefer not to say" responses (~4%).

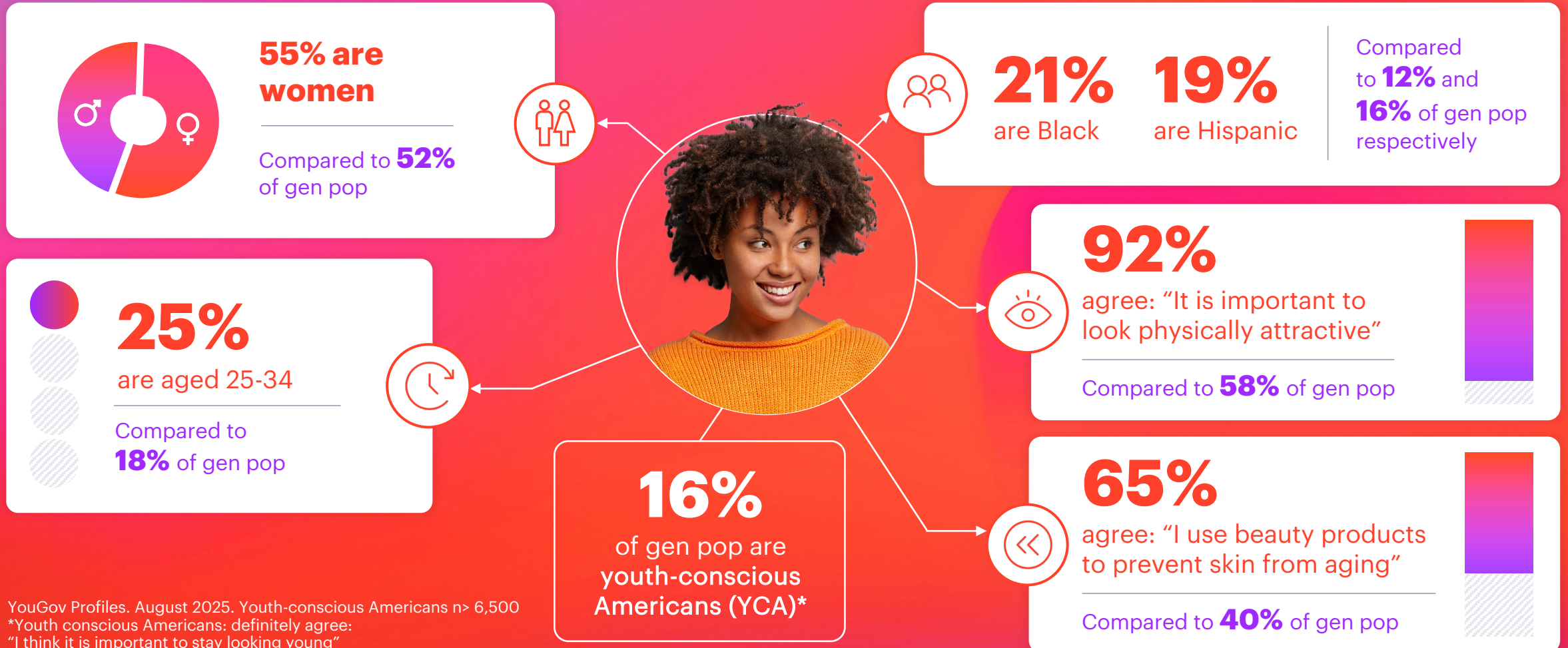
US gen pop: n> 925; Americans who spend more than 10 minutes per day on skincare routines: n> 200.

Sources of information for health and wellness chart: Mark all that apply question. Top 7 answer choices displayed (Not shown: TV shows, Other, Don't know, Blogs/vlogs).

A close-up photograph of three young women. The woman in the center is holding a light green smartphone and looking at it with a wide, joyful smile, her eyes closed. She has red lipstick and is wearing a blue denim jacket over a black top. To her left, another woman is partially visible, also smiling and looking at the phone. To her right, a third woman is smiling broadly, showing her teeth. The background is softly blurred, suggesting an outdoor setting with warm, golden-hour lighting. The overall mood is happy and social.

Profiling America's youth-conscious consumers

Profile spotlight: Who are youth-conscious Americans?



What matters most to youth-conscious Americans when choosing a brand?

YCA Gen Z and YCA Millennials look for natural or organic ingredients, while older generation YCAs are more likely to care about their make-up or personal care products being cruelty-free.

Which of the following is most important to you when choosing a make-up or personal care brand?

	Youth-conscious Americans (YCA)	YCA: Gen Z & Millennials	YCA: Older generations
Suitable for a particular skin type (e.g. sensitive, dry etc)	19%	18%	19%
Natural or organic ingredients	15%	20%▲	11%▼
Best special offers	14%	14%	15%
Allergen-free/ paraben-free / non-toxic	10%	11%	9%
Cruelty-free (i.e. not tested on animals)	8%	5%▼	11%▲

YouGov Profiles. August 2025. YCA Gen Z & Millennial n> 400; YCA other generation n> 1,800.
*Top 5 shown, None of these/Don't know/Others are not shown.
▲▼: Statistically significant with YCA group.

Key takeaways



The rise of CeraVe

CeraVe's brand consideration has steadily climbed since 2019, reaching 27% overall consideration by 2025 compared to the industry's 11%.

Among Gen Z, CeraVe is a clear standout at 37%, more than 3x the category benchmark, highlighting its dominance with younger consumers.



Dove flies high

Dove (skincare and cosmetics) is one of the few personal care brands with broad cross-demographic appeal, performing strongly among both men and women.

Its standout strength is among Millennials and Gen X, where consideration is well above the general population average, reinforcing its position as a category leader across mid-life consumer groups.



Beauty spot(light): Youth-conscious Americans

16% of Americans definitely agree it is important to stay looking young. Youth-conscious Americans are more likely to be women and aged 25–34 than the US gen pop.

They care about make-up and personal care products being cruelty-free and made with natural/organic ingredients.

Methodology

The brand tracking and profiling data in this report have been sourced via YouGov BrandIndex and YouGov Profiles.

The brand rankings in this report are sourced from YouGov's always-on brand tracker, YouGov BrandIndex.

The rankings are based on the nationally representative data, with additional splits across gender and generation. Consideration scores are based on respondents' answers to the following questions:

- "When you are in the market next to purchase hair products/services, from which of the following would you consider purchasing from?"
- "When you are in the market next to purchase beauty care products, from which of the following would you consider buying?"
- "When you are in the market next to purchase consumer goods, from which of the following would you consider purchasing?"

Consideration scores have been rounded to a single decimal place. For improvers, brands are ranked based on their change in scores. In cases where the change in score is the same between two brands, the current scores are used as a secondary metric to determine their ranking. A minimum base size of 300 (n) is required.

The profile deep dive in this report was powered by YouGov Profiles – an ever-growing source of consumer data, with 2+ million data variables from YouGov's 30+ million global panelists. The data used in this report was accessed via Profiles+ USA 2025-08-31. YouGov Profiles is a 52-week dataset.

The profile deep dive focuses on youth-conscious Americans (YCA). To qualify for this segment, respondents "*definitely agree*" with the attitudinal statement: "*I think it is important to stay looking young.*"

The survey questions about authenticity, dermatologist recommendations, and daily skincare routines were asked on October 2, 2025, to 1,000 US consumers via YouGov Surveys: Self-serve.

Throughout the report, unless otherwise noted, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).

Build a real-world picture of your brand

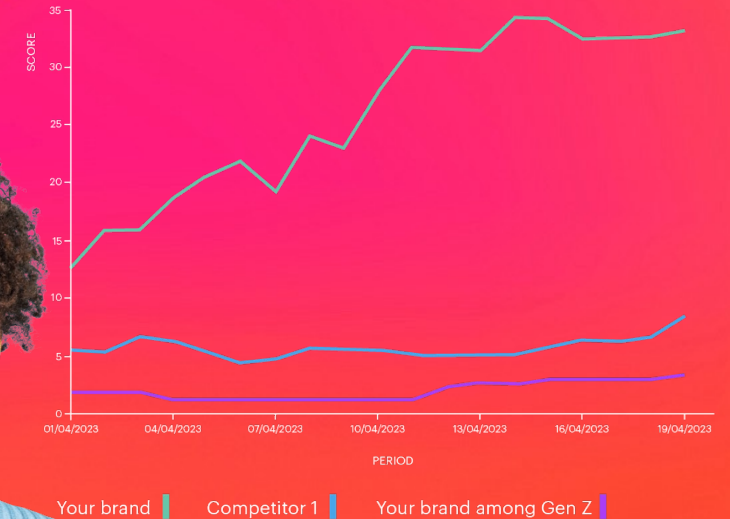
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