



Executive Summary

A New View of Care

The Power of
Personal Care
Routines

Research by Kantar

KANTAR

Foreword

**Around the world,
how consumers think
about care is changing.**

What used to be defined by keeping up with doctor visits, treatments, and basic hygiene, personal care has expanded to include individualized, preventive actions taken in our everyday lives. Today, more people recognize the power of daily routines formed at home, continuing the shift toward a future where health and well-being are proactively maintained.

At Kenvue, we believe that daily care routines can have a profound cumulative impact on well-being. **A New View of Care** explores the motivations to begin and sustain personal care routines, how routines impact health and emotional well-being, and the sources of influence shaping care today.

With insights from over 10,000 consumers around the world, we found that routines form the foundation of how we care for ourselves. **Even small, consistent actions can lead to meaningful, measurable benefits.** But for many, building effective routines can still feel out of reach. We believe an effective routine is one that is simple to stick with, solves real needs, and meaningfully impacts health and well-being over time.



In this report, the term “personal care routine” is defined broadly to encompass a wide range of practices that people regularly engage in to support their overall well-being.

This includes the consistent use of personal care products (e.g., for hair, skin, oral care, etc.), taking vitamins and supplements, over-the-counter allergy and pain medications, and engaging in activities like eating well and practicing mindfulness. This inclusive framing was presented to survey participants to ensure a comprehensive understanding of personal care that reflects both product usage and broader well-being practices.

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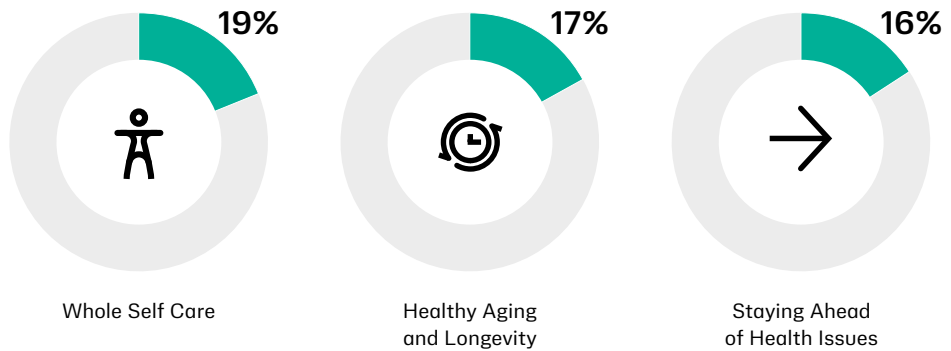


1. Personal care is expanding the definition of health

Consumers are redefining personal care, moving beyond hygiene and beauty to viewing personal care routines as proactive tools for managing overall well-being, aging, and long-term health. These routines include preventative actions that help avoid future health issues. They increasingly see routines as supporting their “whole self—mind, body, and spirit” rather than primarily for enhancing appearance.

Type of personal care routine consumers relate to most

Routine ranked as #1 most relatable; Among global consumers with routines



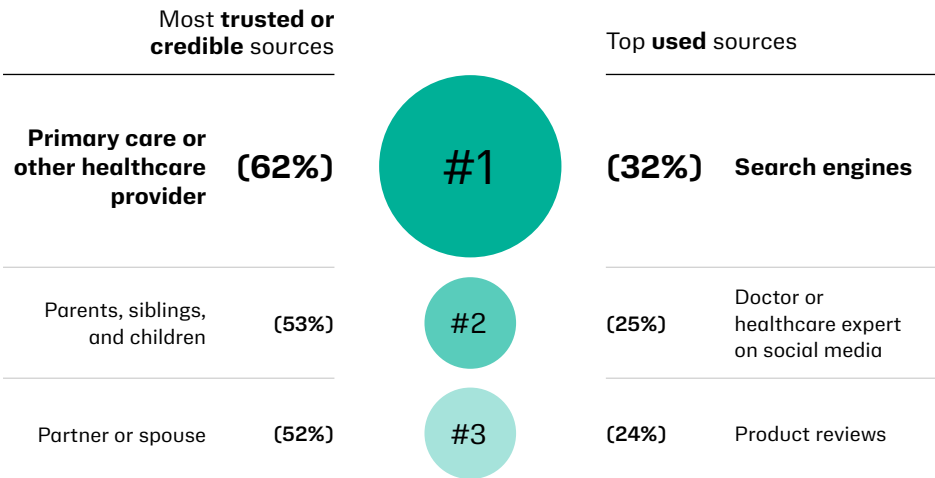
2. Trusted sources are not the first stops for information

Consumers place the most trust in healthcare providers and family members for personal care advice, but they most often turn to more accessible and immediate sources like search engines and social media.

Despite relying on online sources, many are skeptical about the personal care information they get on social media, sharing concerns like the potential to purchase counterfeit products and deciphering unverified product claims. Social media influencers—though less trusted—are popular with younger audiences, showing accessibility drives where people seek personal care information.

Top three sources used and trusted for personal care information

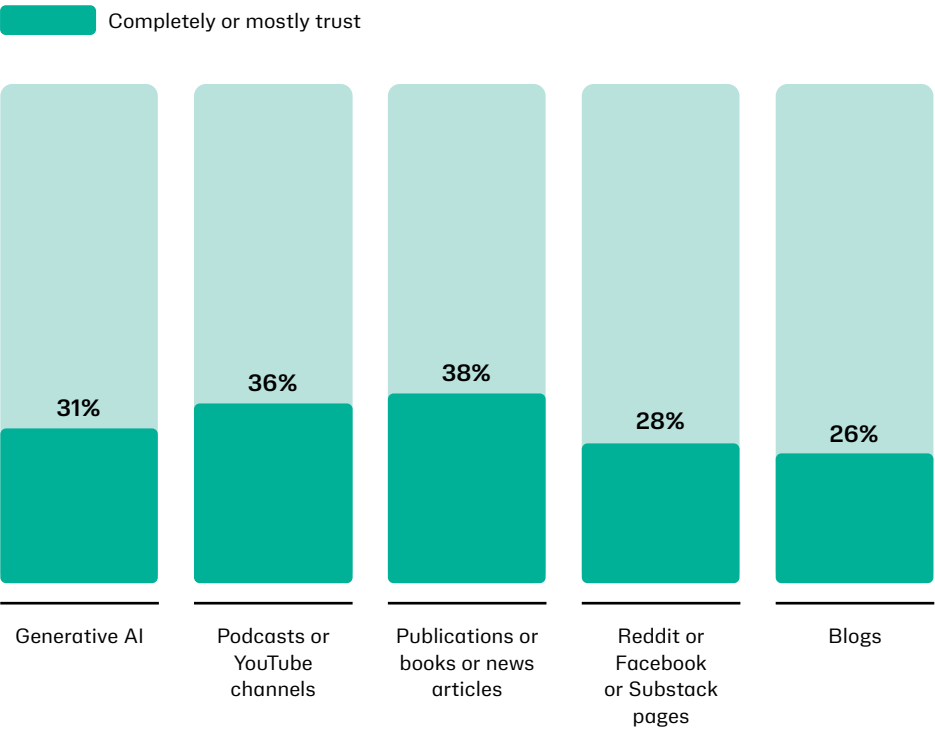
Select all that apply for usage; Top-two-box agreement: completely or mostly trust; Among global consumers with routines



3. The influence of AI is rising, but not fully trusted

Generative AI tools are increasingly integrated in how consumers research personal care information. However, trust still lags on these tools, with only about a third of those with routines mentioning they trust the information provided via generative AI.

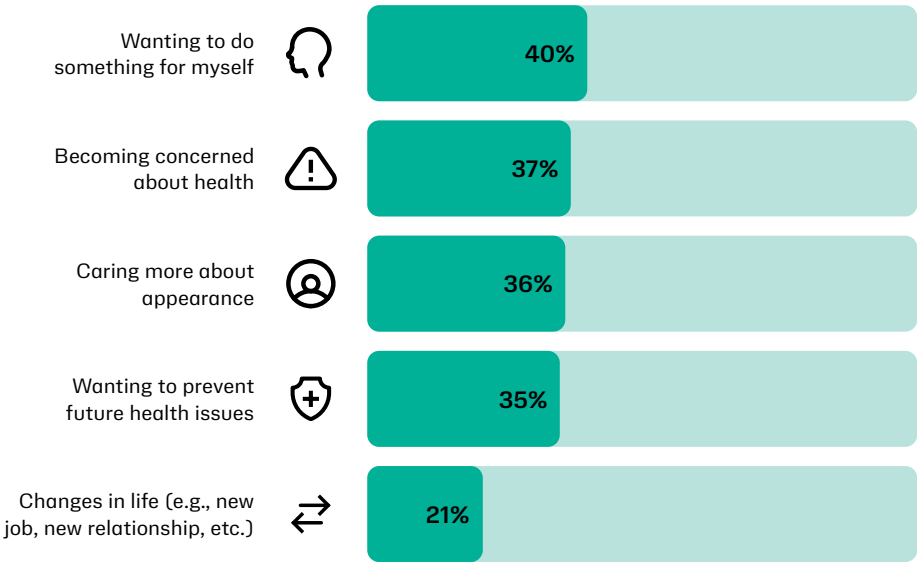
Usage and trust of generative AI and other lesser used information sources
Among global consumers with routines



4. Self-motivation is the strongest driver, but social influence matters

Most people start a personal care routine to do something deeply personal for themselves, not because of outside pressures or big life changes. While this motivation is internal and universal, friends and influencers often spark the idea.

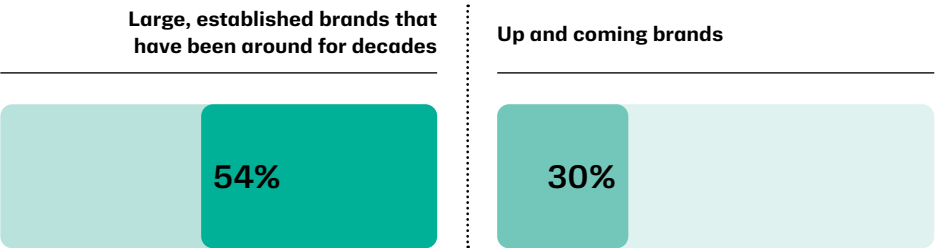
Top five reasons to adopt current personal care routines
Select all that apply; Among global consumers with routines



5. Legacy brands win consumer trust

Large, established brands are consistently viewed as among the most reliable brands for personal care information, considered significantly more credible than emerging ones.

Types of brands trusted to give credible information online about personal care routines
Top-two-box agreement: completely or mostly trust; Among global consumers with routines



6. Emotional well-being is tied to routine consistency

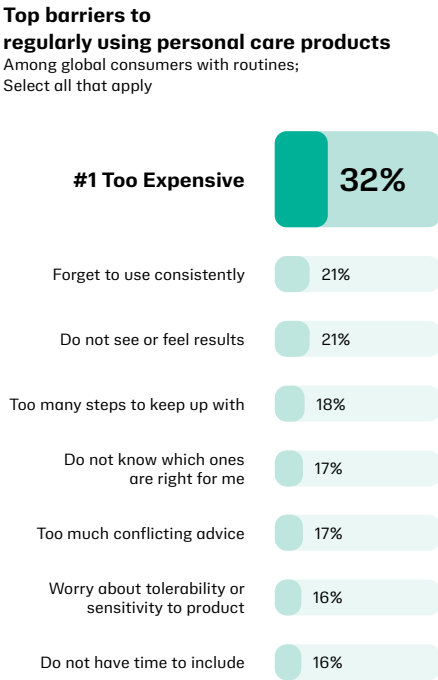
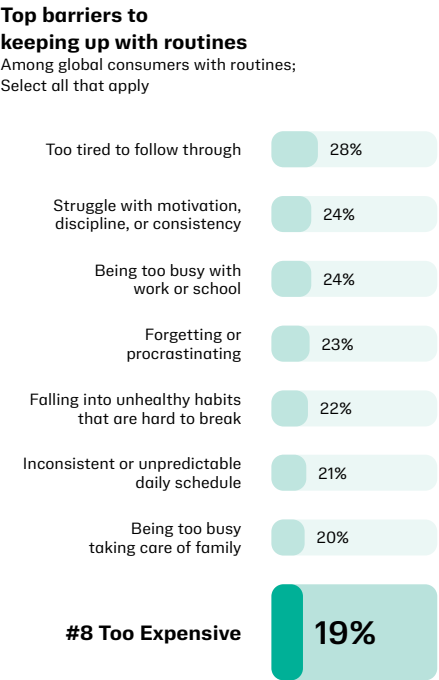
Globally, when consumers fall short of maintaining their personal care routines, they commonly feel guilty and disappointed. These feelings are often followed by anxiety or worry, and for some, a more negative perception of body image. This reveals how deeply intertwined personal care practices are with emotional health and self-perception.

Top reactions emerged after not being able to complete a personal care routine
Select all that apply; Among global consumers with routines



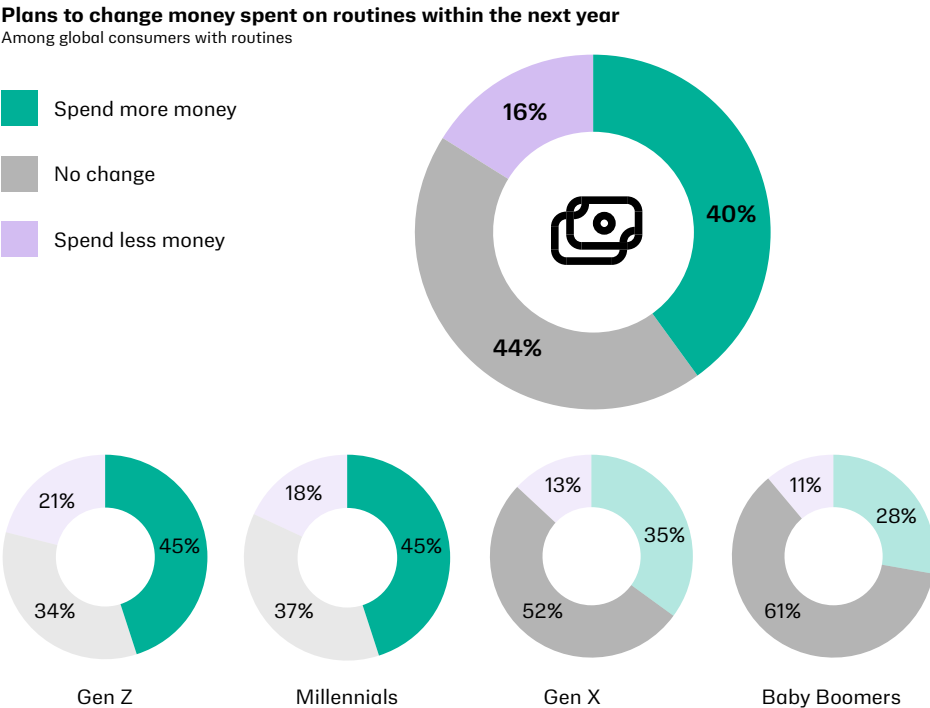
7. Cost is not a main barrier to routine care, but financial stress affects consistency

Most consumers do not stop routines due to cost—“**being too expensive**” ranks just eighth among barriers—but financial factors do influence how consistently products are used.



8. Younger generations plan to spend more on personal care

Gen Z and millennials plan to boost personal care spending, while older generations expect to hold steady—signaling growing value placed on routine care among younger consumers.

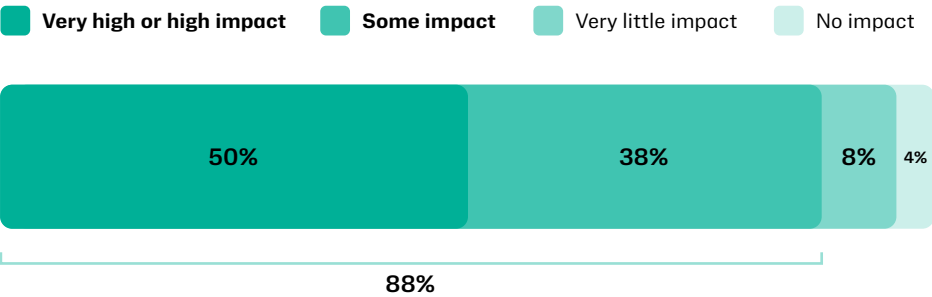


9. Minimal time yields perceived health benefits

Most consumers dedicate less than 30 minutes to their personal care routines daily. Despite spending a modest amount of time, consumers globally believe their daily practices make a real difference in positively supporting their health.

Impact of personal care routine on improving overall well-being

Among global consumers with routines



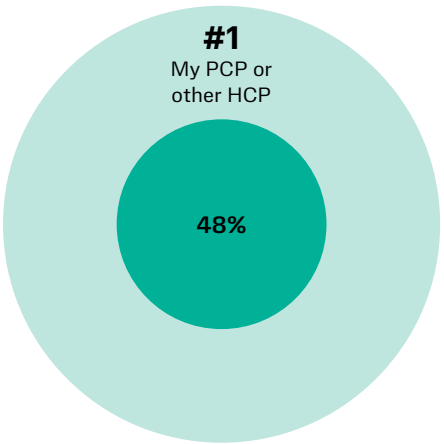
10. Science-backed guidance drives decisions

Nearly half of people planning to change their routines in the next year say their primary care (PCPs) or other healthcare providers (HCPs) will guide their decisions, primarily because these sources are “backed by science.”

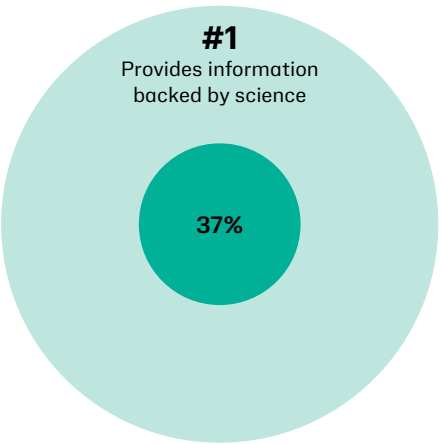
Most influential information source for changing routines

Among global consumers with routines

Top information source that would influence whether people **change their personal care routine over the next year:**



Top reason why those with routines say **their HCP** would be the reason they make a change to their routine over the next year:





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