



Global Popularity of Natural Skincare Products, An Analysis of Google Trends

Running Title: The Emergence of Internet Popularity for Natural Skincare

Bianca E. Ituarte^{1,4}, Sierra I. Thomas^{3,4}, Mitchell A. Taylor^{2,4} and Erin X. Wei^{4*}

¹ School of Medicine, University of Missouri-Kansas City; Kansas City, MO 64108 USA.

² School of Medicine, Creighton University; Omaha, NE 68178 USA.

³ School of Medicine, University of Utah; Salt Lake City, UT 84132 USA.

⁴ Department of Dermatology, University of Nebraska; Omaha, NE 68105 USA.

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***Corresponding author:** Erin X. Wei, Department of Dermatology, University of Nebraska; Omaha, NE 68105 USA.

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Abstract:

Natural skincare has gained momentum as individuals seek alternatives to conventional products. This trend reflects a growing interest in a sustainable and wellness-oriented lifestyle, as well as marketing success in targeting concerns for personal and environmental health. [1] By analyzing data freely available from Google Trends, a branch of the popular search engine, this study explores the popularity of natural skincare, geographical distribution of interest, and potential factors driving the surge in interest.

Keywords: natural skincare; clean skincare; organic skincare; clean beauty; google trends to the editor

Using Google Trends, a tool of the popular search engine, we extracted global search data for the selected keywords "natural skincare," "clean beauty," "clean skincare," "clean skincare," and "organic skincare" over the past decade (July 2013 – July 2023). Extracted data was reported as Relative Search Volume (RSV), a metric showing popularity for a specific term via total searches in a geographical region over time.

Our study shows a steady increase in total searches for the above keywords over the past 10 years. RSVs in 2013 were 27, 19, 7, and 47 for "natural skincare," "clean beauty," "clean skincare," and "organic skincare," respectively. Ten years later, the same terms were found to have RSVs of 73, 81, 82, and 70 (Figure 1). Of note, each keyword experienced the highest relative value in either April or May of 2020. There was variation in location regarding popularity of search terms, where New Zealand had the highest overall search interest for "natural skincare," the United States was highest for "clean beauty," Norway for "clean skincare," and Nigeria for "organic skincare."

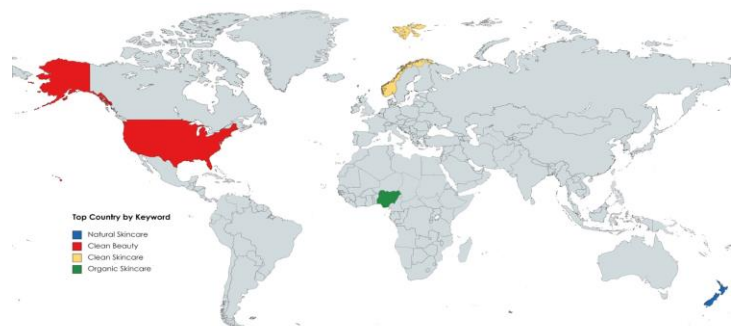


Figure 1. Locations with highest Relative Search Volume (RSV) for natural skincare keywords

The findings of the study show increased public interest in natural skincare over the 10-year study period. There is significant interest in natural ingredients such as whole botanical products, essential oils and other plant extracts, polyphenols, and polymeric nanoparticles. These materials can have health-promoting effects at studied concentrations, however consumer products remain unregulated in chemical formulations. [2,3] The rise in interest is likely driven by a combination of factors including concerns for uncertain chemical components, contaminants, and concern for hygiene during the COVID-19 lockdown. [2] Patients may prefer to use natural products for a variety of reasons, including but not limited to preference for environmentally gentle manufacturing, pronounceable names, and internet virality of “clean” practices in the face of the COVID-19 pandemic [4]. Overall, these trends emphasize the need for physicians to have a basic knowledge of the growing interest in natural skin products to align their counseling and education towards products with proven efficacy from trusted retailers.

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Data availability: Upon request to the authors

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