

Inside Gen Z's Skincare Playbook: Trends, Products & Habits

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India's Generation Z is rapidly redefining beauty norms with a unique approach to skincare that blends efficacy, simplicity and self-care. According to a deep dive into Gen Z's beauty routines, the focus isn't just on products — it's on *rituals, results and personal well-being*.

Skincare has become a daily habit for many in this demographic, with essentials such as **cleansers, moisturisers and sunscreen** forming the backbone of routines, while *serums, masks and tools like jade rollers or gua sha stones* help personalize approaches to glowing skin.

Key Ingredients & Must-Have Products

One clear trend among Gen Z is **ingredient-led choices** — lightweight formulations that treat real skin concerns rather than just cosmetic cover-ups. Hydrating moisturisers, barrier-repair serums, gentle exfoliants and hybrid sunscreens with added skin benefits are especially popular.

This generation also gravitates toward products with *transparent, clean formulations*, often free from harsh chemicals, while still delivering performance. Social media influence plays a strong role in discovery, with influencers and creator-led brands shaping what Gen Z considers essential.

Routine Habits: Simple Yet Purposeful

Unlike the old trend of 10-step regimens, many young consumers now embrace **minimal-but-meaningful routines** that are easy to maintain. The emphasis is on *hydration, protection and barrier health*, rather than sheer product volume.

Morning rituals commonly start with a gentle cleanse, a hydrating layer and daily SPF — a non-negotiable step for long-term skin health. Night routines, meanwhile, often tweak products based on seasonal needs, active ingredients or targeted treatments for concerns like acne or dullness.

Skincare as Self-Care

For many Gen Z consumers, skincare transcends physical appearance — it's a form of **daily self-care and mental wellness**. Rituals that might once have seemed purely cosmetic are now cherished for the *moment of calm* they provide in an otherwise overstimulated day.

This shift has helped skincare become a personal ritual that supports *confidence and composure*, not just aesthetics. From a quick morning splash and SPF to a soothing evening mask or serum, these moments become small but meaningful breaks in daily life.

Indian Gen Z: Lifestyle & Holistic Skin Focus

Beyond products, a significant portion of young Indians prioritise **lifestyle changes — such as better sleep, balanced diet and stress management — over simply buying more creams**. A Mintel report found roughly one-third of Indian Gen Z favours such holistic habits to tackle skin concerns like acne, dark circles and dryness.

Morning and evening beauty rituals are common, with many dedicating at least 15 minutes to their routines. Yet around 23% still find it challenging to choose the *right* products among the crowded market options, pointing to ongoing opportunities for clearer guidance and education.

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