

9th June 2023

The Nielsen letter dated 11th April 2023 shows a ranking table for serums within the Female Facial skincare market for United Kingdom (GB+NI), based on data for the 52-week period ending 25th March 2023. As per Tables 2 and 3 reproduced below, Garnier Vitamin C Anti-dark spot serum is ranked third in value and unit sales within the serum category (excluding private label).

The three serums that rank above Garnier Vitamin C Anti-dark spot serum in either value or unit sales – CeraVe Hydrating Hyaluronic Acid serum, The Ordinary Hyaluronic Acid 2% + B5 serum, and The Ordinary Niacinamide 10% + Zinc 1% serum – do not contain Vitamin C.

Therefore, we can filter the total market to only look at serums containing Vitamin C and can say Garnier Vitamin C Anti-Dark spot serum is the number 1 Vitamin C serum in the UK in value and unit sales.

**TABLE 1: VITAMIN C SERUMS – VALUE RANKING**

|  |  |
| --- | --- |
| BRAND & PRODUCT | VALUE RANKING |
| GARNIER VITAMIN C ANTI-DARK SPOT SERUM | 1 |
| L'OREAL REVITALIFT FILLER HYALURONIC ACID ANTI-WRINKLE SERUM | 2 |
| LA ROCHE-POSAY PURE VITMN C10 ANT-WRNKL ANT-OXDNT RNVTNG SERUM | 3 |

**TABLE 2: VITAMIN C SERUMS – UNIT RANKING**

|  |  |
| --- | --- |
| BRAND & PRODUCT | UNIT RANKING |
| GARNIER VITAMIN C ANTI-DARK SPOT SERUM | 1 |
| L'OREAL REVITALIFT FILLER HYALURONIC ACID ANTI-WRINKLE SERUM | 2 |
| SIMPLE VITAMIN C&E&F BOOSTER SERUM | 3 |

**TABLE 3: TOTAL SERUMS**

|  |  |
| --- | --- |
| VARIANT | VALUE RANKING |
| CERA VE HYDRATING HYALURONIC ACID SERUM | 1 |
| THE ORDINARY. HYALURONIC ACID 2% + B5 | 2 |
| GARNIER VITAMIN C ANTI-DARK SPOT SERUM | 3 |
| L'OREAL REVITALIFT FILLER HYALURONIC ACID ANTI-WRINKLE SERUM | 4 |
| THE ORDINARY. NIACINAMIDE 10% & ZINC 1% | 5 |

**TABLE 4: TOTAL SERUMS**

|  |  |
| --- | --- |
| VARIANT | UNITS RANKING |
| THE ORDINARY. NIACINAMIDE 10% & ZINC 1% | 1 |
| THE ORDINARY. HYALURONIC ACID 2% + B5 | 2 |
| GARNIER VITAMIN C ANTI-DARK SPOT SERUM | 3 |
| OLAY ANTI WRINKLE FIRM & LIFT 2 IN 1 ANTIWRNKL BTR+ FRMG S | 4 |
| CERA VE HYDRATING HYALURONIC ACID SERUM | 5 |

Source:

©2023 NielsenIQ value and unit sales, Female Facial Skincare, Serum category (client defined, excluding private label), variant, 52 w/e 25/03/23, United Kingdom (GB+NI) Total Coverage



