

CATEGORY: SKIN CARE

The Brand Intelligence Quadrant.



A monthly, category-level diagnostic
and compass for businesses

250,000+ data points.
500+ brands. 200+ sources.

Who We Are

About Hatchomni

HatchOmni AI is a **Brand Intelligence platform** built to objectively assess how brands perform, compete, and mature in today's markets.

Developed by HatchEcom, a growth partner for brands in complex digital ecosystems, HatchOmni AI was born from a recurring executive challenge:

"Brands invest heavily in content, media, PR, and technology, yet lack a clear, external view of how their brand is perceived, validated, and trusted."

Only comprehensive data reveals where brands truly stand. HatchOmni AI captures and interprets millions of market signals across curated sources, structured into four foundational pillars of brand execution and benchmarked against category peers and best-in-class standards.

In an era where brand perception is shaped not only by what companies say, but by what third parties, platforms, and consumers signal back, HatchOmni AI reveals where your brand stands and where to act next.

Key terms Used in This Report

Brand Intelligence

Brand Intelligence is an executive-level understanding of brand performance across channels that guides investment and shapes long-term brand equity.

Brand Intelligence Score (BIS)

Is a measure of a brand's visibility, clarity, and trustworthiness during research by people or AI. It indicates the chances of a brand being found, understood, and recommended.

Brand Intelligence Pillar

Group of trusted sources assessing a brand's business health. Each pillar shows how a brand is perceived in the market, aggregating evidence for an objective view.

Source

A trusted digital space for observing brand evidence. It matters because trust and relevance depend on third-party validation. In the AI era, credible sources hold more weight than self-published content.

Brand Intelligence Quadrant

A visual framework comparing brand performance within a category based on market perception and foundational strength. The Quadrant clarifies which brands excel and why, highlighting weaknesses that may hinder growth or trust. It translates complex market signals into a unified view, aiding executives in aligning teams, assessing risks, and making confident strategic decisions.

Data Collection

The system continuously monitors 200+ sources selected for sectorial relevance and recency.

Source types include:

- Industry and trade publications
- News outlets and editorial content
- Search and keyword signals
- Social platforms and community forums
- Early adopter and specialist communities
- Sector reports and institutional references

Signal Interpretation

Raw signals are not taken **at face value**. The model identifies current trends (present, stable, widely adopted) separately from emerging trends (early signals, growing in niche communities, not yet consolidated).

A trend is considered **emerging** when it shows recent growth in mentions, repetition across independent sources, and adoption by relevant early actors, but has not yet reached broad market consolidation. The model functions as a synthesis layer. It interprets signals; it does not replace data quality.



Best business process automation to1...



top ten safest cars



What brands are actually good for sensitive skin?



Best skincare routine for acne-pr



Data Sources

Every brand is evaluated against the same 8 sources and query set over the same 30-day window, so comparisons reflect actual visibility differences, not gaps in how the data was gathered. This consistency holds across categories, meaning results are directly comparable regardless of the brand or market being analyzed.

8 sources · 30-day window

Evenly distributed

SOURCE	QUERIES (30D)	AVG / DAY	AVG / WEEK	% OF TOTAL	
Google News	6,670	222	1,556	7.75%	▬
Ahrefs	6,670	222	1,556	7.75%	▬
Wikipedia	6,670	222	1,556	7.75%	▬
YouTube	6,670	222	1,556	7.75%	▬
Google SERP	6,670	222	1,556	7.75%	▬
Google Knowledge Graph	6,670	222	1,556	7.75%	▬
Wikidata	6,670	222	1,556	7.75%	▬
Reddit	6,670	222	1,556	7.75%	▬


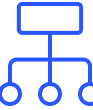


Total queries: 53,360 · Each source accounts for exactly 1/8 of all queries

The Quadrant Report data is collected from two tiers of sources:

- The first tier consists of generic sources (as shown on the table to the left), each queried 6,670 times over the 30-day collection window, representing an equal 12.5% share of all queries. This uniform distribution ensures that no single platform disproportionately influences the results, producing a balanced view across search engines, knowledge bases, community content, video, and SEO data.
- The second tier consists of category-specific sources that vary depending on the category being analyzed, spanning publications, social media platforms, and search engines, allowing the methodology to capture more targeted signals relevant to each category.

Our Methodology

Brand Intelligence System

-  Monitors 200+ sources daily: from search signals to specialist communities.
-  Normalizes signals across brands using a consistent sectorial framework, not keyword volume or free inference.
-  Interprets signals through four scored pillars: Reputation, Relevance, Interactions, and Backend, mapped to two axes: Brand Authority and Market Presence.
-  Produces one clear read on where a brand stands and what leadership should do next.

Disclosure

The Quadrant is informed by continuous large-scale data collection and proprietary analytical modeling. Hatch Omni's framework applies expert-defined weighting and normalization models developed from decades of category leadership experience. This process delivers quantifiable comparability, and consistent evaluation of brand performance across sentiment, positioning, presence, authority, and overall brand efficacy. Daily ingestion of millions of new data points maintains both real-time accuracy and historical tracking across all measured pillars.

The Quadrant Framework

Each report is built on a two-axis framework

Market Presence Score (X-Axis)

What real people see and feel: content clarity, engagement, community, and narrative consistency.

Brand Authority Score (Y-Axis)

What AI systems and institutions actually perceive: SEO structure, PR citations, domain authority, and institutional trust signals.

The Pillars Behind the Quadrant

The Quadrant is informed by four foundational Brand Intelligence pillars. Each pillar reflects a critical dimension of how brands are understood, trusted, and activated in an AI-mediated market.

Authority | Reputation

Measures brand credibility, trust signals, and third-party validation across category-relevant sources.

Commonly owned by the CMO through PR, communications, and brand leadership teams.

Content Relevance | Quality

Evaluates how clearly, accurately, and consistently the brand explains itself and answers category questions..

Typically owned by creative, content, and campaign teams.

Engagement | Interactions

Assesses how the market actively responds to the brand through conversations, sentiment, and intent-driven signals.

Usually managed by social, community, and influencer teams.

Backend Foundation | Technical Readiness

Measures whether brand systems and structures allow information to be read, interpreted, and reused by platforms and AI.

Commonly owned by IT, ecommerce, DTC, and SEO teams

Category Quadrant





The Quadrant identifies where competitive ground is undefended and where category position is at risk, before the market makes the shift visible.

How to read it

X-axis (Market Presence Score): how strongly does this brand show up in the market? Content, engagement, community, narrative. What people see.

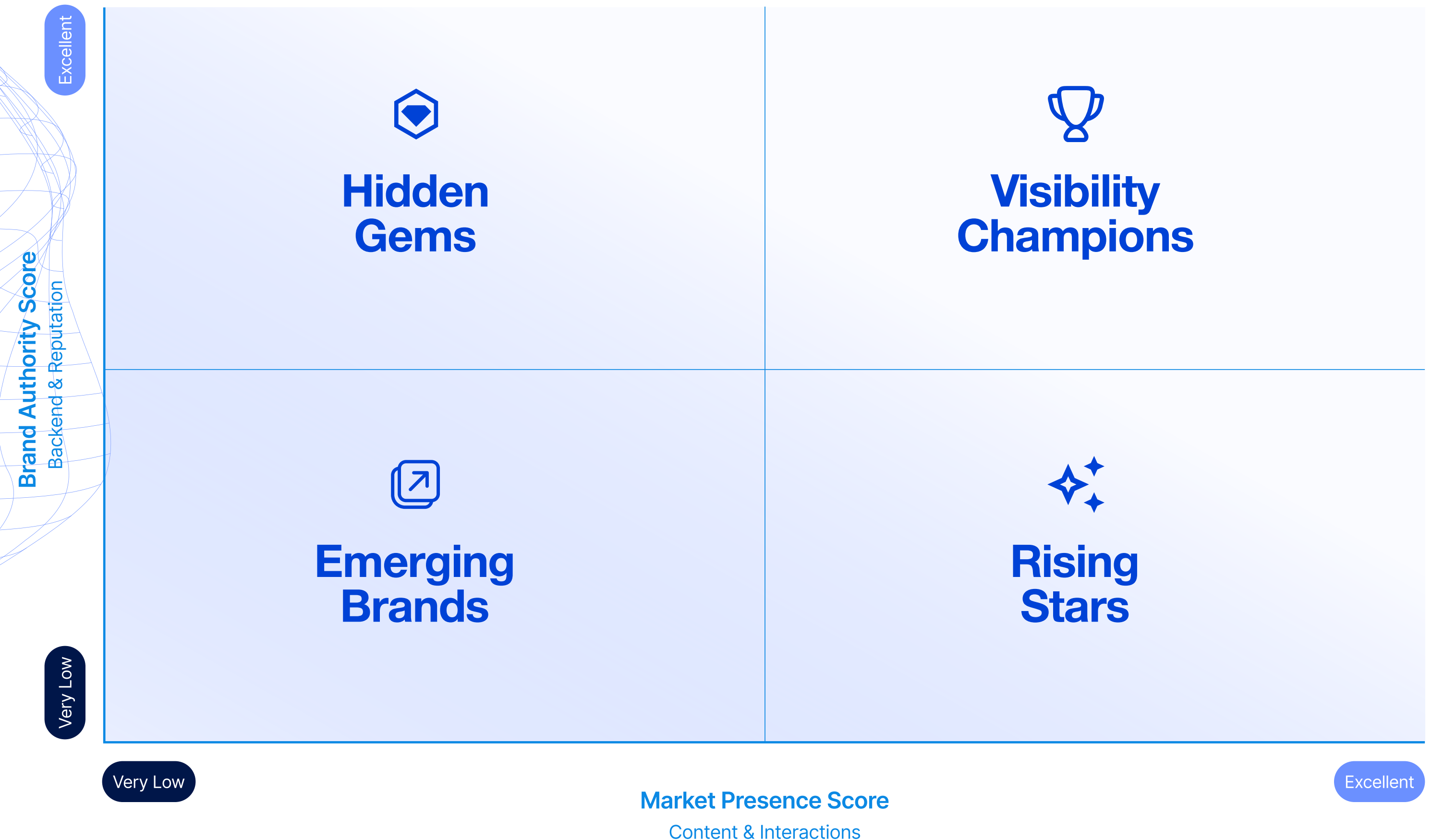
Y-axis (Brand Authority Score): how credible is this brand behind the scenes? Reputation, structure, institutional trust. What AI systems perceive.

The four positions

-  **Visibility Champions:** strong on both axes. Position is aligned and compounding.
-  **Hidden Gems:** strong Authority, lower Presence. Foundation is solid; activation is the gap.
-  **Rising Stars:** strong Presence, lower Authority. Visibility is working; structure needs to catch up.
-  **Emerging Brands:** earlier across both. Direction of movement matters most.

Each month, HatchOmni AI publishes a category-level diagnostic. This report is robust version. A lite version of this report is also published once weekly with a general look and overview of the category being analyzed.

Brand Intelligence Quadrant



About The Category: Skin Care

Skin care has shifted from aspiration to health and wellness, driven by more ingredient-literate consumers who take cues from dermatologists over traditional advertising. Dermocosmetics are the fastest-growing segment in beauty, projected to nearly double in value over the next decade.

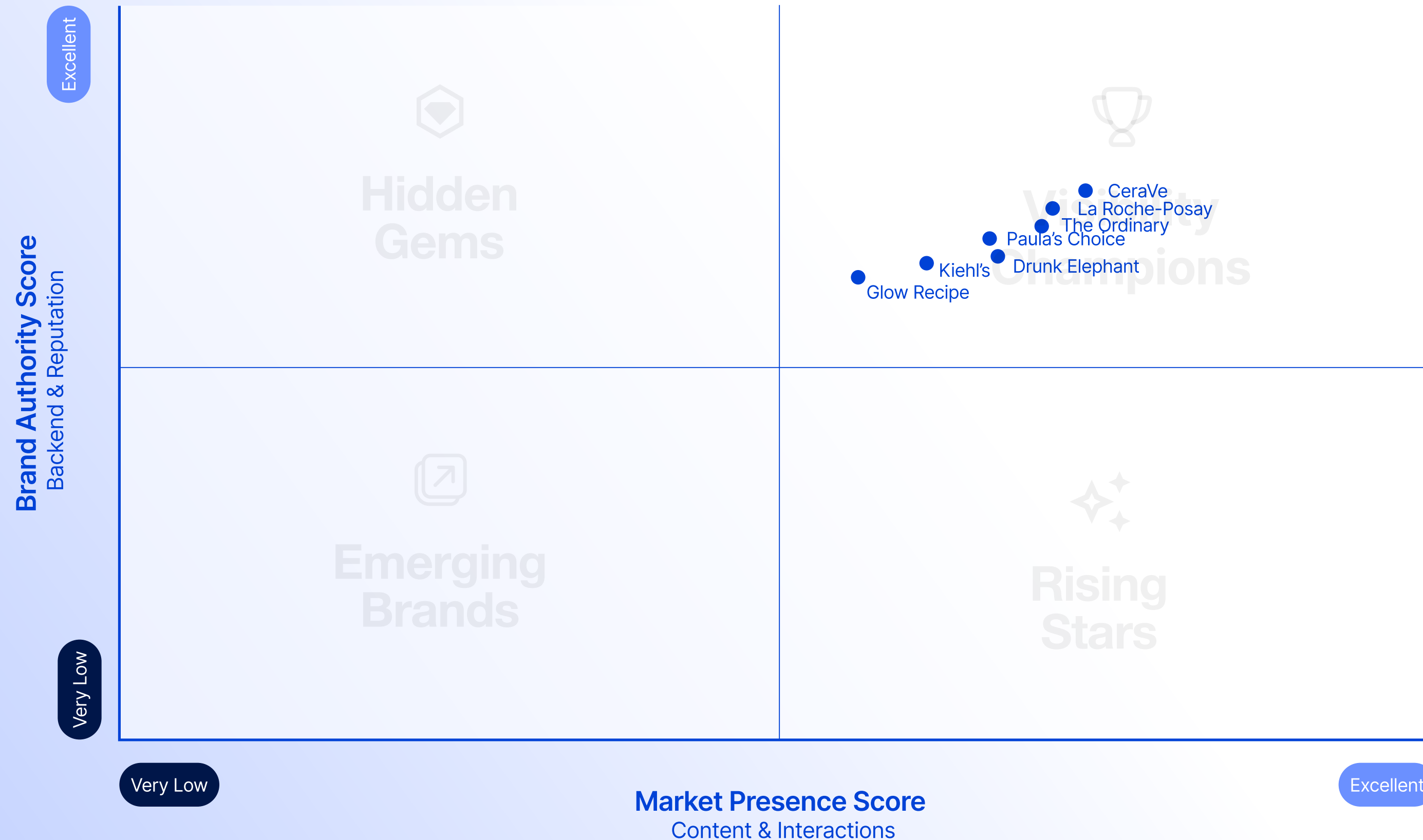
Three shifts are redefining what it takes to compete:

- Clinical storytelling is no longer reserved for prestige brands. Mass and masstige players now own "dermatologist-developed" positioning at drugstore prices.
- Consumers are simplifying routines, gravitating toward hero products that do one thing very well.
- Barrier health has become the organizing idea of the category, replacing vague "clean beauty" promises with specific, testable claims around skin tolerance and long-term resilience.



Key Observations from the Quadrant

The following observations highlight how leading brands in this category are currently positioned, based on their Brand Intelligence signals and relative balance between activation and foundation.



Quadrant Overview

A category with strong overall performance, with brands demonstrating solid visibility and largely positive sentiment across the monitored landscape. Reputation consistently emerges as the highest-scoring pillar, while relevance and community engagement present the greatest opportunities for differentiation.

CeraVe CeraVe

Business Intelligence Score: 7.4

CeraVe leads the category, driven by strong visibility and positive sentiment across key search terms like moisturizing face cleanser and ceramide moisturizer. The brand consistently ranks first across high-visibility prompts, with its strongest performance tied to community conversations and editorial channels.

La Roche-Posay

Business Intelligence Score: 7.2

La Roche-Posay scores with particularly strong authority around sensitive skin and sun care topics, where it ranks first and earns very positive sentiment. Its performance is more mixed in niche areas like eczema body wash, where visibility and sentiment scores are lower.

Kiehl's

Business Intelligence Score: 6.4

Kiehl's performs well in visibility for anti-aging serums and natural face moisturizers but showing weaker results in product performance and formulation innovation discussions. Sentiment trends neutral to mixed in several prompts, pointing to an opportunity to strengthen its narrative around ingredient efficacy and community engagement.

The Visibility Champions

CeraVe

Ranks first with a Brand Intelligence Score of 7.4, excelling across all four pillars: Reputation (7.7), Interactions (7.7), Backend (7.4), and Relevance (7.0). The brand's dominance is built on a combination of strong community-driven conversations and high editorial presence, translating into consistent first-place rankings across the most competitive search terms. Notably, CeraVe's weakest pillar — Relevance — still outperforms the overall scores of its closest competitors, underscoring just how wide the gap is at the top of the category.

La Roche-Posay

Sits in second place at 7.2, with Reputation (7.6) and Interactions (7.4) as its strongest pillars, reflecting deep authority in dermocosmetic and sensitive skin topics. Its Backend score (7.1) suggests a healthy structural presence, but a Relevance score of 6.8 points to a narrower topical footprint — the brand performs exceptionally well within its core territory but struggles to expand its share of voice beyond it.

Kiehl's

Trails at 6.4, with Reputation (6.9) as its standout pillar and a noticeable drop across Interactions (6.3), Backend (6.1), and Relevance (6.0). This pattern suggests that while the brand maintains positive perception, it lacks the engagement volume and digital infrastructure needed to compete at the top. The gap between its Reputation score and the remaining three pillars points to a brand that is well-regarded but underrepresented in the conversations that drive visibility.







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CeraVe: The Blueprint for Clinical Visibility





With a Brand Intelligence Score of 7.4, CeraVe leads the category across all four pillars. Its "developed with dermatologists" positioning has translated into active, ongoing consumer conversations, reflected in top scores for Reputation (7.7) and Interactions (7.7). Even its lowest pillar, Relevance (7.0), outperforms the overall scores of its nearest competitors.

PROMPT ↕	VISIBILITY ↕	POSITIONS ↕	SENTIMENT ↕
How does CeraVe compare with rival brands in reputation when evaluated through conversations and expert mentions tied to ceramide moisturizers?	9.3 VERY HIGH	1	 Very positive
To what extent does CeraVe outperform peers in innovation, specifically regarding formulation advances in sensitive skin cleansers?	8.1 VERY HIGH	2	 Positive
What position does CeraVe hold in quality perception among consumers referencing non-comedogenic face moisturizers?	8.7 VERY HIGH	1	 Positive
In what ways is CeraVe perceived regarding sustainability when audiences discuss ingredient transparency and packaging in relation to ceramide moisturizers?	6.1 HIGH	4	 Neutral/mixed

Customer service is the one area showing strain, the only prompt where visibility and sentiment both dip, pointing to a gap between product leadership and post-purchase experience.

La Roche-Posay: Authority Built on Sensitivity





Scoring 7.2, La Roche-Posay has built durable authority in sensitive and reactive skin care, backed by thermal spring water heritage and clinical research. Reputation (7.6) and Interactions (7.4) are strong, but a Relevance score of 6.8 signals a narrower topical footprint than CeraVe. The brand excels within its defined territory but has less reach in broader category conversations.

PROMPT ↑↓	VISIBILITY ↑↓	POSITIONS ↑↓	SENTIMENT ↑↓
How does La Roche-Posay compare to competitors in reputation when evaluated through dermatologist endorsement and clinical credibility for 'dermatologist recommended sunscreen'?	9.3 VERY HIGH	1	 Very positive
To what extent does La Roche-Posay outperform rivals on innovation in facial rosacea treatment, as reflected by clinical publications and product development mentions?	8.1 VERY HIGH	2	 Positive
What position does La Roche-Posay hold in perceived product quality for 'sensitive skin moisturizer' among consumer review communities and expert reviews?	8.5 VERY HIGH	1	 Very positive
In what ways is La Roche-Posay perceived as a sustainability actor within skincare, considering ingredient transparency and product safety disclosures?	6.0 MEDIUM	4	 Positive

The drop-off in eczema body wash is telling. Outside its clinical stronghold, authority does not travel as easily, and the opportunity lies in adjacent sensitive-skin subcategories where its credibility naturally carries over.

Kiehl's: Strong Heritage, Uneven Visibility

At 6.4, Kiehl's is the clearest example of reputation outpacing reach. Its Reputation score (6.9) leads by a meaningful margin over Interactions (6.3), Backend (6.1), and Relevance (6.0), a pattern that points to a brand that is well-regarded but underrepresented in the conversations that drive category visibility.

PROMPT ↑↓	VISIBILITY ↑↓	POSITIONS ↑↓	SENTIMENT ↑↓
How does Kiehl's reputation for luxury skincare measure up against peers in terms of ranking, sentiment, and visibility within evaluated channels?	8.4 VERY HIGH	2	 Positive
To what extent does Kiehl's demonstrate innovation in natural ingredients body care when compared on rank, consumer sentiment, and exposure across the assessed outlets?	7.2 HIGH	3	 Positive
What position does Kiehl's hold in perceived product quality for sensitive skin moisturizer offerings relative to competitors, based on ranking, sentiment and channel reach?	6.5 HIGH	4	 Positive
In what ways is Kiehl's perceived as a leader in sustainability when evaluated for rank, public sentiment, and prominence across the examined evidence base?	6.0 MEDIUM	5	 Positive

The 0.0 visibility score on anti-aging serum mention volume is the sharpest signal in the data. Awareness and affinity are not converting into active engagement, and without stronger ingredient education and digital presence, heritage alone is not enough to compete at the top of this category.

Become a Visibility Champion

Better brand intelligence starts with clearer, stronger, and more consistent signals. Here's where to focus.

1. Establish Your Baseline

- Run your brand through key AI and search platforms
- See where competitors are showing up and you're not
- Spot gaps in how your brand is being described

Know where you stand before you optimize.

2. Clarify Your Positioning

- Define your category in plain, specific language
- Align your messaging across your website and key channels
- Address the questions your buyers are actually asking

The clearer your positioning, the more consistently you're surfaced.

3. Build External Credibility

- Earn mentions from trusted third-party sources
- Show up in the communities your category lives in
- Publish content that reinforces your authority

Platforms learn from what others say about you, not just what you say about yourself.

4. Own Your Category

- Strengthen the pages most tied to your core category
- Use consistent language across all touchpoints
- Remove outdated content that dilutes your signal

Repetition and clarity are how brands get remembered.

Tracking this manually is time-consuming and hard to scale. HatchOmni AI gives you the structure to monitor, benchmark, and improve your brand's presence over time.

From Category Insight to Brand Direction

Knowing your position is the first step.
Knowing your direction is
what drives growth.

if you want to understand where your
brand stands, check out [HatchOmni](#)

if you want to better your standing,
[schedule a call](#)



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