

Shopperoo

We turn the internet's
mess of reviews & social
chatter into answers.

THE NOISE

"it disappears on my skin"

"way too pricey for the size"

"wears beautifully under makeup"

"broke me out in a day"

"the only one that never stings"

THE ANSWERS

① Are people aware of the brand?

② What are they saying about it?

③ Are they buying it?

④ Who is buying it?

⑤ Why are they buying it?

sample read 12,662 consumer comments on Supergoop, EltaMD, La Roche-Posay. Every one read and classified.

THE 5 QUESTIONS THAT SHOPPEROO ANSWERS

**Are shoppers aware of you? Do they like you? Do they buy? Who? Why?
Consumers volunteer a treasure trove of data on social and in reviews —
richer and faster than surveys, and it shows your whole funnel against peers.**

① Are people aware of the brand?

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HOW IS SHOPPEROO DIFFERENT

Traditional social listening counts likes. But likes are applause and the words carry substance. The words say what a buyer likes or dislikes and whether they'll buy. We read the words.

INSTAGRAM COMMENT · ON A BRAND POST

"It's really the best spf. It's not oily or heavy and it smooths the skin a little so it wears well under makeup."

- **POSITIVE**· how it feels on skin
- **POSITIVE**· how it looks on skin
- **POSITIVE**· how their skin reacts to it

AMAZON REVIEW · VERIFIED PURCHASE

"Oily, smells like sunscreen. You have to reapply every 2 hours. Everyone says this is not like regular sunscreen which is why it's worth the absurd price."

- **NEGATIVE**· too expensive
- **NEGATIVE**· how well it protects
- **NEGATIVE**· how it feels on skin

SCOPE OF THIS READ

Every comment about Supergoop, EltaMD, La Roche-Posay on Instagram, Reddit and Amazon, over six months.

THE SOURCES

Instagram

6,025 comments

Reddit

4,769 comments

Amazon

1,868 reviews

Full read extends to TikTok, Pinterest, Walmart...

THE BRANDS

● Supergoop

3,174 comments

● EltaMD

2,367 comments

● La Roche-Posay

7,121 comments

Full read extends to more rival brands

THE WINDOW

Six months

2026-01-05 – 2026-07-09

Full read extends to a full year or more

THE SCORECARD

Supergoop leads on reach and matches on positive sentiment, but trails on buying intent.

QUESTION	SUPERGOOP	ELTAMD	LA ROCHE-POSAY
① Are people aware of the brand? Reach Engagement	High Low	Low Medium	Medium High
② What are they saying about it? Positive sentiment	High	Low	High
③ Are they buying it? Buying intent	Low	Medium	High
④ Who is buying it?	people with sensitive skin	people who break out	people using retinoids or acids
⑤ Why are they buying it?	how it looks on skin	how their skin reacts to it	how their skin reacts to it

① REACH AND ENGAGEMENT

Supergoop has the biggest following in the set and the least engagement per follower.

METRIC	SUPERGOOP	ELTAMD	LA ROCHE-POSAY
Posting cadence · posts / week	5.8	6.1	4.3
Followers · Instagram	791K	283K	747K
Engagement · comments per post / 100k followers	1.4	2.5	3.9
Brand reply rate · answered comments	24.2%	14.6%	25.7%
Giveaway entries · share of IG comments	21.6%	60.1%	9.0%

Followers are the profile’s displayed count on the day we read the feed; engagement normalizes comments per post by audience size (per 100k followers) so accounts compare fairly. A giveaway entry is a comment posted to enter a contest: tagging friends, or repeating a post’s words. It says nothing about the product, so every consumer metric elsewhere in this read leaves it out.

② SENTIMENT

Supergoop matches La Roche-Posay on positive sentiment and has the lowest negative of the three. Negative is still 52.0% of its mentions.

INSTAGRAM · OWN FOLLOWERS

Supergoop #2



ElaMD #3



La Roche-Posay #1



REDDIT · NEUTRAL USERS

Supergoop #2



ElaMD #3



La Roche-Posay #1



AMAZON · VERIFIED BUYERS

Supergoop #1



ElaMD #2



La Roche-Posay #3



■ positive ■ negative ■ neutral

Positive rate is the share of a brand's scored mentions carrying positive valence, per source. The base is mentions, not comments; one comment can carry several. Representative verbatims are on slides 16 and 17.

② WHAT THEY LIKE

Supergoop is liked for how it looks and feels; its rivals for how skin reacts to them.

Supergoop n=1106



EltaMD n=892



La Roche-Posay n=1779



■ how it feels on skin ■ how it looks on skin ■ how well it protects ■ how their skin reacts to it ■ the scent ■ other reasons

■ too expensive for the size ■ how it suits their skin ■ other

Each brand's bar fills the full width — the composition of its reason mix — so the peers are directly comparable. A comment can state more than one reason; each bar is that brand's reason mix, not a count. Any smaller categories beyond those shown fall into a grey "other" at the end of the bar.

② WHAT THEY DISLIKE

Price is 23.6% of Supergoop's complaints and 8.1% of La Roche-Posay's, so there is no headroom to raise it.

Supergoop n=1150



EltaMD n=1261



La Roche-Posay n=2299



■ too expensive for the size ■ how well it protects ■ how their skin reacts to it ■ how it feels on skin ■ how it looks on skin
■ other reasons ■ the scent ■ the bottle and pump ■ other

Each brand's bar fills the full width — the composition of its objection mix — so the peers are directly comparable.

③ BUYING INTENT

Supergoop converts the least of the three into buying intent: 20.9%, against La Roche-Posay's 34.8%.

This is buying intent

SIGNAL — WILL LIKELY BUY

AHHH counting down till COACHELLA where this would be PERFECT for in my bag 🥰🥰🥰. Sent you a dm! ✨

INSTAGRAM

SIGNAL — ALREADY BOUGHT, WILL REPURCHASE

I absolutely love this sunscreen. My skin is so sensitive and this does not bother it. ❤️

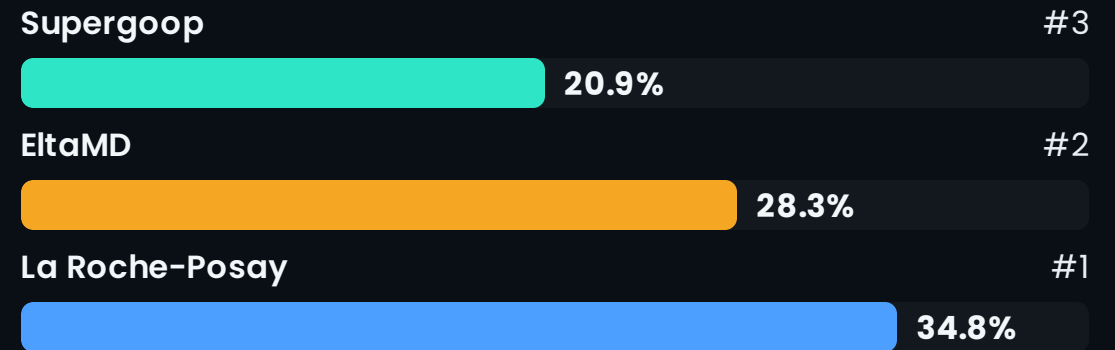
INSTAGRAM

SIGNAL — WILL LIKELY BUY

does it go on clear like it claims? I am willing to buy two and try them

REDDIT

This is how the brands score on it



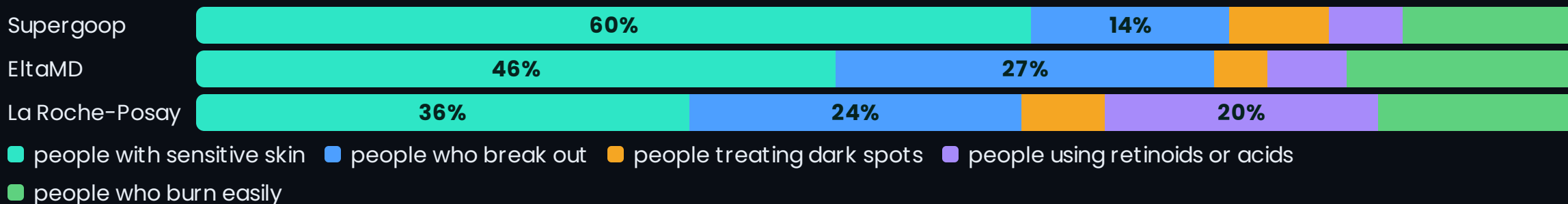
④ WHO IS BUYING IT

67% of Supergoop's buyers have fair skin, against 49–51% for its peers; 60% say their skin is sensitive, against 36–46%.

Skin tone



What their skin is like



These are things buyers said about themselves in their own comments, not opinions about the product. Two further axes were measured and separate the brands by very little, so they are listed here rather than charted, in the order Supergoop, EltaMD, La Roche-Posay: people with oily skin 38% / 49% / 43% people outdoors for hours 52% / 47% / 47%

⑤ WHY ARE THEY BUYING IT

Supergoop is bought mostly for how it feels (34%) and looks (29%), against how well it protects (9%).

Supergoop n=506



EltaMD n=403



La Roche-Posay n=984



how it feels on skin how it looks on skin how well it protects how their skin reacts to it the scent other reasons

too expensive for the size how it suits their skin other

Each brand's bar fills the full width — the composition of its reason mix — so the peers are directly comparable.

WHAT TO DO NEXT

Start posting about fixing a skin problem, worth an estimated 8.2 points of buying intent. Then add a buy link to the posts that already show the product.

① Add posts about fixing a skin problem

La Roche-Posay gives these 36.1% of its Instagram feed, and they are its strongest post: 37.5% of the comments they draw signal a purchase.

Supergoop posts them 0.0% of the time. Closing that gap is worth an estimated +8.2 points of buying intent. Calculations on slide 20.

② Get more from posts that show the product itself

These are already 23.7% of Supergoop's Instagram feed, so the audience is there. But only 28.7% of their comments signal a purchase, against 41.0% for the same post at La Roche-Posay.

Give each one a clear next step: a link straight to the product page. How much that is worth is work for a formal engagement.

THE FULL READ

3 brands over six months can rank 3 brands. A full read finds the category ceiling.

THE SOURCES

TikTok, Pinterest, Walmart

Supergoop's complaint clusters are already visible on TikTok, and Pinterest and Walmart are where the category is searched and bought rather than discussed.

THE BRANDS

Neutrogena, CeraVe, Murad & more

The volume brands a shopper is actually choosing between. A wider set finds the category ceiling rather than a three-brand ranking.

THE WINDOW

A full year

Six months misses the peak season and the holiday quarter, and a year makes a trend readable as a trend.

Appendix

WHAT THEY LIKE, IN THEIR WORDS

The praise is for an invisible finish that wears under makeup.

Daily Staple Absorbs fast, weightless, no white cast, and does not aggravate my sensitive skin nor stain clothes.

AMAZON · HOW IT FEELS ON SKIN, HOW IT LOOKS ON SKIN, HOW WELL IT PROTECTS, HOW THEIR SKIN REACTS TO IT

It's really the best spf. It's not oily or heavy and it smooths the skin a little so it wears well under makeup.

INSTAGRAM · HOW IT FEELS ON SKIN, HOW IT LOOKS ON SKIN, TOO EXPENSIVE FOR THE SIZE, HOW THEIR SKIN REACTS TO IT

I love the finish of this. And it HAS NOT broken me out. I'm a hardcore mineral sunscreen lover.

REDDIT · HOW IT FEELS ON SKIN, HOW IT LOOKS ON SKIN, HOW THEIR SKIN REACTS TO IT

Amazing sun screen and primer I like this so much I use it as a primer. It's not greasy, soaks in with no white cast and makes a fabulous primer.

AMAZON · HOW IT FEELS ON SKIN, HOW IT LOOKS ON SKIN, TOO EXPENSIVE FOR THE SIZE, HOW THEIR SKIN REACTS TO IT

Didn't leave a white cast on any of my family, and no one was sunburned by the end of the day 💕💕

INSTAGRAM · HOW IT LOOKS ON SKIN, HOW WELL IT PROTECTS

Super light weight, doesn't give me the "dewy" / "oily" look, looks good under makeup. Doesn't irritate my eyes either

REDDIT · HOW IT FEELS ON SKIN, HOW IT LOOKS ON SKIN, HOW THEIR SKIN REACTS TO IT

WHAT THEY DISLIKE, IN THEIR WORDS

Supergoop's three biggest complaints are the price, how well it protects, and how skin reacts to it.

Oily, smells like sunscreen. You have to reapply every 2 hours. Everyone says this is not like regular sunscreen which is why it's worth the absurd price.

AMAZON · TOO EXPENSIVE FOR THE SIZE, HOW IT FEELS ON SKIN, HOW WELL IT PROTECTS, THE SCENT

I hate it. It pulled up really badly and stung my eyes. I'd try the Trader Joe's dupe if you want to experiment and see if you like the silicone based...

REDDIT · TOO EXPENSIVE FOR THE SIZE, HOW IT FEELS ON SKIN, HOW THEIR SKIN REACTS TO IT

Please replace octocrylene in your formulas with this new filter! My eyes will thank you!!

INSTAGRAM · HOW WELL IT PROTECTS

Didn't work, cheeks burned so much they turned purple 1. I put on the sunscreen, went out for a one-hour walk at ~8 AM (low/weak sunlight), by 11 AM my...

AMAZON · HOW WELL IT PROTECTS, THE BOTTLE AND PUMP, TOO EXPENSIVE FOR THE SIZE, HOW THEIR SKIN REACTS TO IT

Overpriced. Not good for oily skin The tint is not that strong so there is not really coverage, kind of the same of a normal sunscreen.

AMAZON · HOW THEIR SKIN REACTS TO IT, HOW IT SUITS THEIR SKIN, HOW IT LOOKS ON SKIN, TOO EXPENSIVE FOR THE SIZE

It's mediocre to me. Nothing special, only PA+++. Texture becomes annoying when reapplying, annoyed my eyes when sweating.

REDDIT · HOW THEIR SKIN REACTS TO IT, HOW IT FEELS ON SKIN, HOW WELL IT PROTECTS

89% of the intent gap is what Supergoop posts, not how those posts convert.

How to read this: every brand-authored Instagram post, by what the shot is of and what it is about. Compare the tables row by row on **buying-intent rate**, then on **share of feed**.

Supergoop · 153 posts

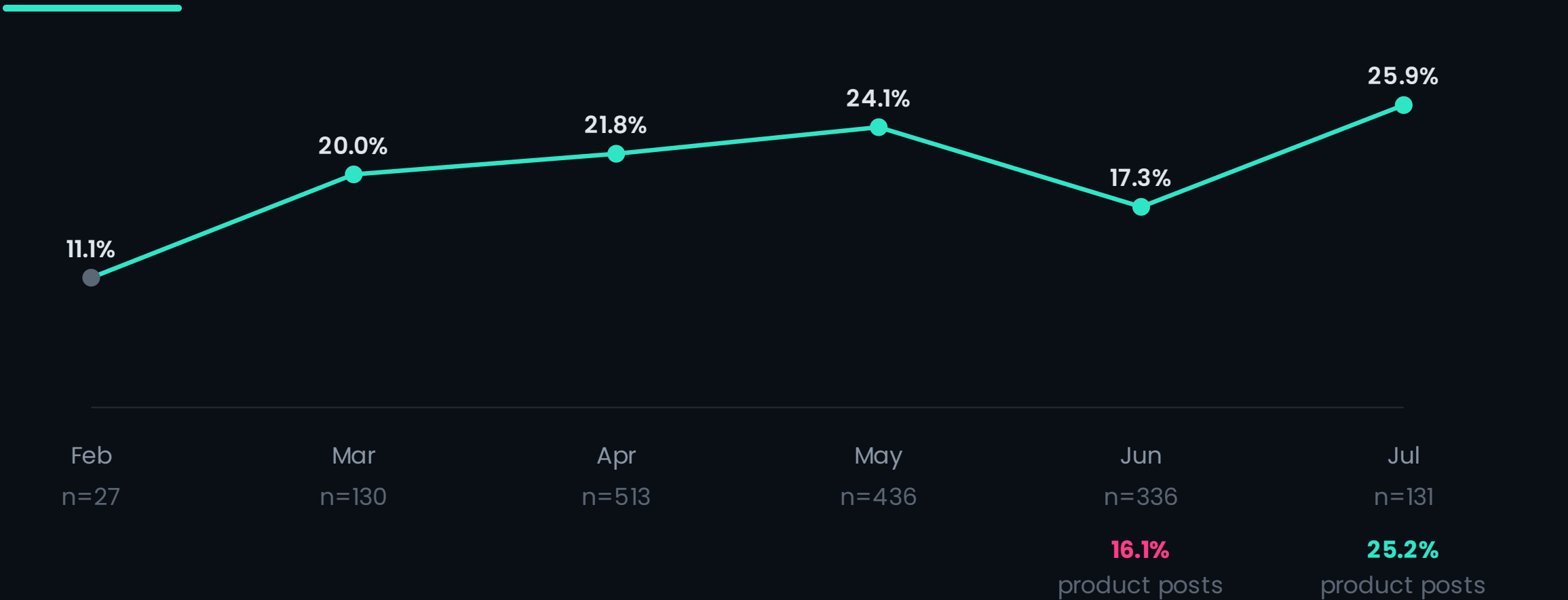
POST FOCUS	FRAME FOCUS	SHARE OF FEED	BUYING-INTENT RATE	COMMENTS
product	product feature	23.7%	28.7%	390
brand	community event	15.7%	13.6%	258
brand	brand lifestyle	11.3%	18.7%	187
person	ambassador partnership	7.1%	17.9%	117
All other formats	pooled	26.8%	22.7%	441

La Roche-Posay · 112 posts

POST FOCUS	FRAME FOCUS	SHARE OF FEED	BUYING-INTENT RATE	COMMENTS
product	skin concern treatment	36.1%	37.5%	1164
product	product feature	32.7%	41.0%	1054
product	promotion deal	7.9%	31.4%	255
person	ambassador partnership	6.8%	11.8%	220
All other formats	pooled	1.7%	11.3%	53

On product · product feature, the biggest block of both feeds, Supergoop converts at 28.7% against La Roche-Posay’s 41.0%. Same content, worse pull. **Mix or rate?** Both feeds overlap on format, so the split is a like-for-like read.

Buying intent tracked what Supergoop posted, not the weather: July beat June because more of its posts showed the product.



Shifting toward product-led posts is worth an estimated 8.2 points of Supergoop's buying intent.

Two explanations: Supergoop posts the same things and gets less back, or it posts different things. We test both: hold its own conversion rates, give it its strongest rival's mix, and whatever the mix leaves unexplained is the rate. (Oaxaca-Blinder.) The table below adds the highest-converting format Supergoop doesn't post, at La Roche-Posay's demonstrated rate, funded by trimming its weakest converters. The lift is mix alone: no new posts, budget or production. It is an estimate, and it holds each format at the rate it converts at today.

POST FOCUS · FRAME FOCUS	BUYING-INTENT RATE	CURRENT SHARE OF FEED	SHARE OF FEED GOAL	ESTIMATED EFFECT
product · skin concern treatment (at La Roche-Posay's rate)	37.5%	0.0%	36.1%	+8.2
product · product feature	28.7%	23.7%	hold	hold
product · promotion deal	27.3%	4.0%	hold	hold
Trim the weakest converters (funds the shift)	14.8%	48.3%	12.1%	releases share
Aggregate buying intent	—	20.9%	29.1%	+8.2

What we read, and every base behind the numbers

BY SOURCE

SOURCE	CONSUMER / TOTAL	EXCLUDED
Instagram	6,025 of 13,071	3,883 giveaways · 2,801 replies · 362 sponsored posts
Reddit	4,769 of 4,769	none — all consumer
Amazon	1,868 of 1,868	none — all consumer

CONSUMER COMMENTS BY BRAND

BRAND	IG	REDDIT	AMAZON	TOTAL
Supergoop	1,647	924	603	3,174
EltaMD	1,158	580	629	2,367
La Roche-Posay	3,220	3,265	636	7,121

Buying intent is Instagram-only; Reddit and Amazon carry no post-level feed to attribute it to. Blended sentiment averages Instagram and Reddit; Amazon is a stratified rating sample and enters no blended rate or cross-brand percentage. IG/Reddit windowed to 2026-01-05–2026-07-09; Amazon all-time. Excluded rows are counted, never diluting a rate.

Region base map: Al MacDonald / F. Lekschas · Creative Commons BY-SA.

WHAT A FULL READ SPANS

More platforms: TikTok, Pinterest, Walmart. A longer horizon than six months. And the rest of the competitive set, beyond the 3 compared here.