

# How to generate added value in BPC products

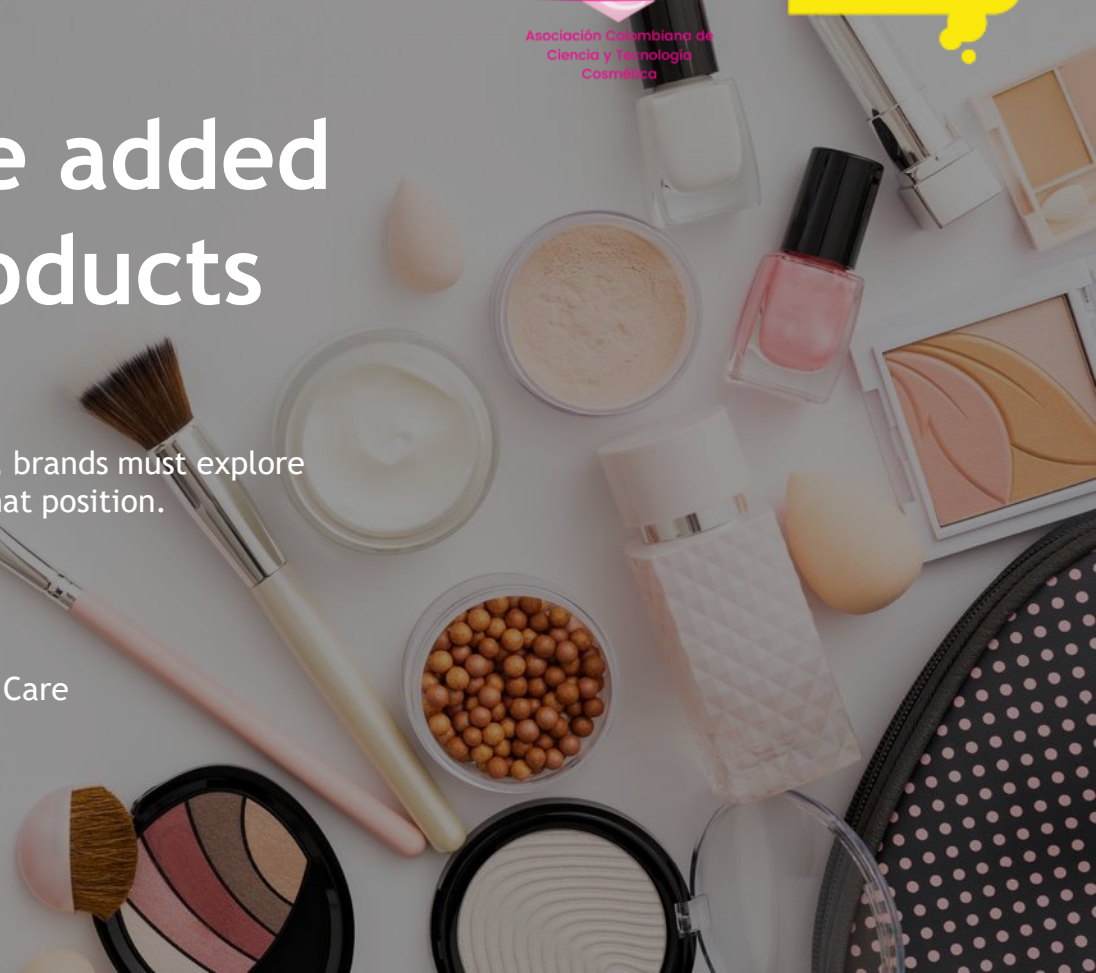
As consumers reassess what value means to them, brands must explore how they fit into purchase decisions and justify that position.



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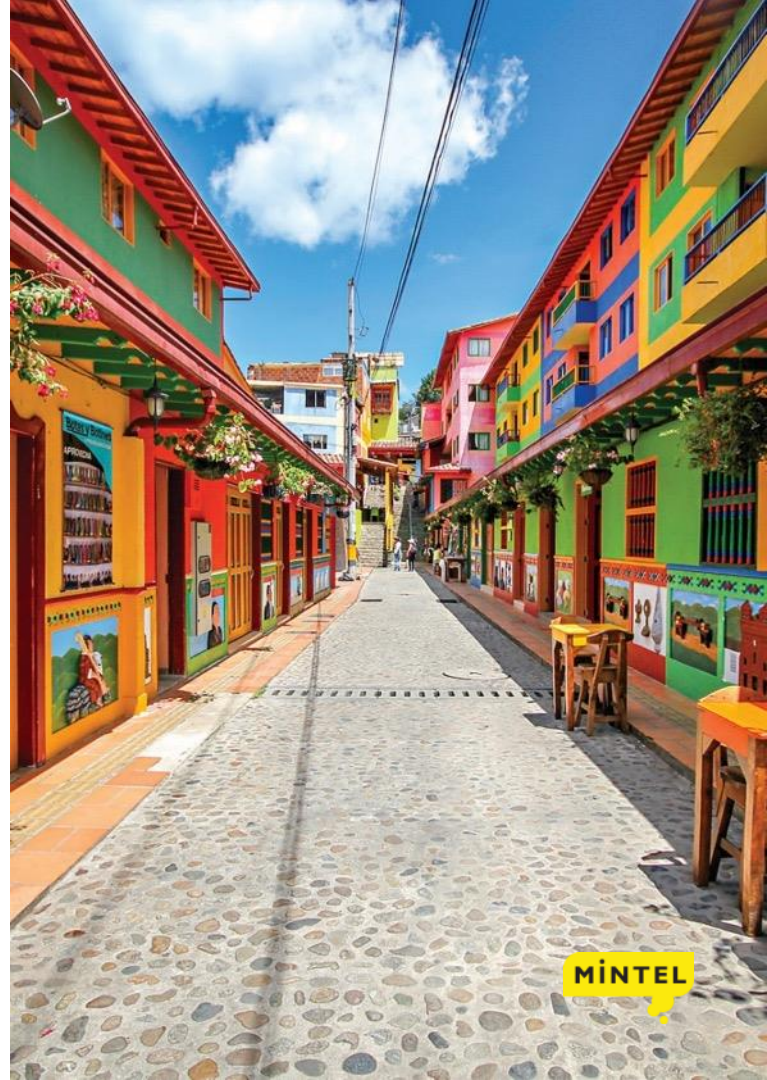




The pandemic and economic downturn are making consumers reconsider what is important in their lives and prioritize simplicity.

Going back to basics has emerged as a concrete way of dealing with this period of complexity and uncertainty in Latin America.”

- Graciana Méndez, Senior Regional Insights Analyst, LATAM



# Context: the drivers

Mintel's construals impacting consumer behaviour.



## Surroundings

Feeling connected to the external environment.



## Experiences

Seeking and discovering stimulation.



## Identity

Understanding and expressing oneself and one's place in society.



## Wellbeing

Seeking physical and mental wellness.



## Technology

Finding solutions through technology in the physical and digital worlds.

## Rights

Feeling respected, protected, and supported.



## Value

Finding tangible, measurable benefits from investments.

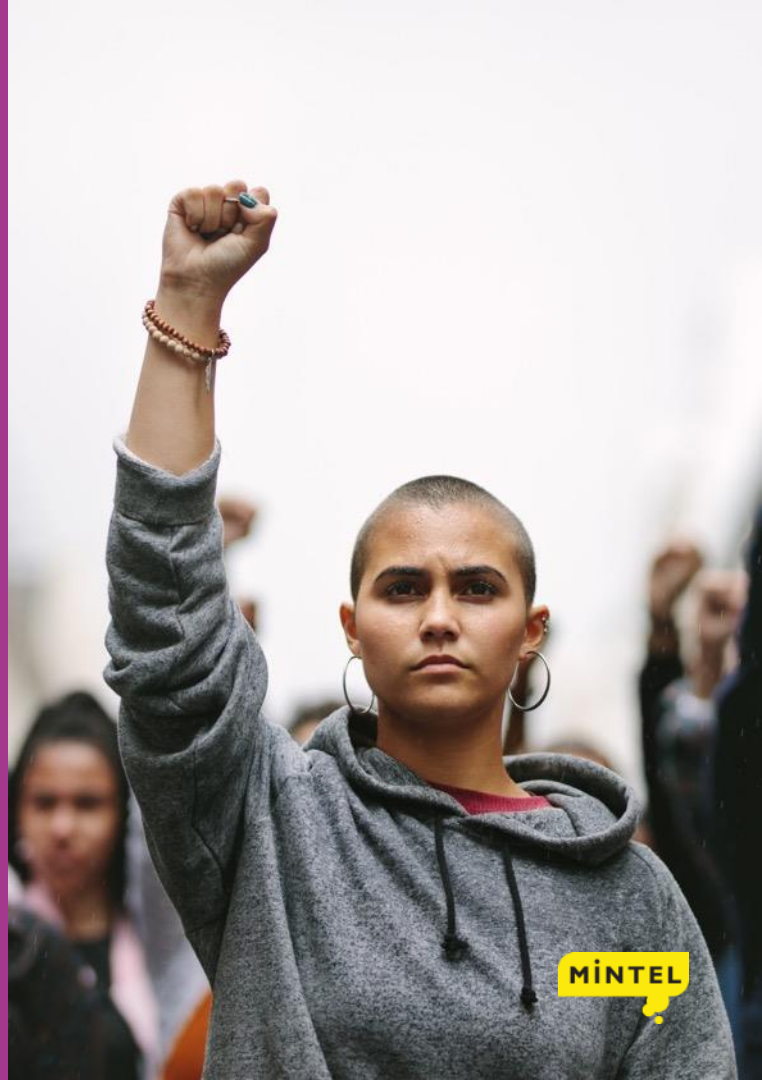


# From health and financial crises to social crisis

Due to prolonged pandemic restrictions, Colombia has not only suffered from health and financial crises but also a social crisis. A pandemic-related tax reform proposed to repair the economy led to mass protests and [several deaths](#). The violence brought back memories of the [armed civil conflict](#), which lasted for decades and left a torn society.

In line with Mintel's Trend [Rights 2021: Collective Empowerment](#), Colombians are recognizing and calling for systemic changes. Indeed, the events of 2021 brought brand purpose to the forefront as [54% of Colombians](#)\* say that they would stop using a beauty or grooming brand if it did something that goes against their beliefs.

A number of brands are [addressing](#) these issues by calling Colombians to stand together and fight violence. **Brands that do not take a stand may risk losing consumer loyalty.** The hashtags #DueleColombia and #SOSColombia are being used to raise awareness of police violence during the protests.



# Deplanta matches local sourcing with sustainable packaging



Deplanta [Amazonian](#) body cream



Water-resistant [avocado](#) mascara

Launched in 2017, [Deplanta](#) offers natural products designed to **protect Colombia's biodiversity**. Deplanta uses plant-based and locally sourced ingredients, and avoids plastic packaging.

Its Amazonian body cream is made from *Candelilla* wax, *mirití*, *copoacu*, *andiroba*, coconut oil, *Aloe vera* gel and natural papaya fragrance.

Deplanta's Avocado Mascara is made with mamey and avocado oils that stimulate the growth of eyelashes and offer 24-hour coverage.

# Mae Selva offers local sourcing while saving the Colombian Amazon rainforest

[Mae Selva](#) is built around natural, locally sourced ingredients like coffee, moringa and superfruit extracts, which are used in its face, body and hair product formulations.

**Environmental protection** is another key pillar of the brand. A portion of its proceeds go to **conserving the Colombian Amazon rainforest**.

While evolving to eco-responsible packaging, Mae Selva collaborates with recycling organizations to offset the company's use of plastic.



A portion of Mae Selva [proceeds](#) go to the NGO Saving the Amazon



Mae Selva's [natural moisturizing](#) contains sachá inchi and moringa oil

# Natura fosters Colombia's public education to create a fairer society and a better future



Natura's [Creer para Ver](#) initiative donates all proceeds to support Colombia's education

Brazilian beauty giant Natura's campaign Creer para Ver (Believing is Seeing) is supported by a line of non-cosmetic products. All proceeds are invested in improving the equity and quality of Colombia's public education system as well as to foster the continuous learning of the company's [consultants](#) and their families.

Natura's campaign shows that it is not only aware of the country's struggles, but that it is invested in the country's future.

The campaign aims to position education as a key tool for creating a fairer and more caring society. Investing in education projects is a smart move from Natura, because the pandemic has made education an important consumer concern. [58% of Colombians\\*](#) say that they would like more time to educate themselves or learn a new skill.

# Beauty start-ups are supporting protesters while speaking up against violence

Compared to large corporations, beauty start-ups in Colombia are being more open about their support of the protests. This positions the companies as alternatives to the establishment. It also reflects that the beauty industry is driven by young adults, who are leading the charge for social change.

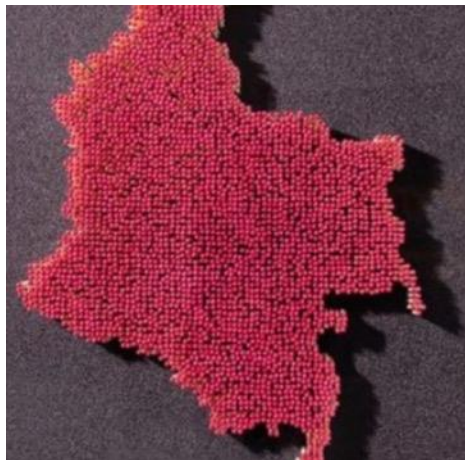
Since beauty plays a critical role in shaping identity, consumers will seek products from brands that not only meet their desired aesthetic goals, but that also reflect their individual value structure. [29% of Colombians\\*](#) say they would be willing to spend more on a beauty or grooming product that supports a cause important to them.

- **Khol Cosmetics** discussed how protesters just want to be heard, while raising awareness of the need to keep everyone safe, by claiming that "our bodies are not a war zone."
- **LOTO del SUR** used the hashtags #SOSColombia and #duelescolombia to bring to light the violence on a national and international stage. It also posted a piece of art from Colombian artist Santiago Montoya called "Hold your fire" to highlight the need to stop attacks on protesters.
- **DU Colombia** shared the need to create a fair society, with equal opportunities and rights for all. It also stated the need to end violence, because each life is sacred.





# Beauty brands are supporting protesters while speaking up against violence



LOTO del SUR  
5 de mayo · 🌐

Por todo lo que nos une contra todo lo que nos separa 🇵🇪  
#duelescolombia #SosColombia

Hold your fire, 2006. Santiago Montoya.  
@montoya\_studio  
— en Colombia.

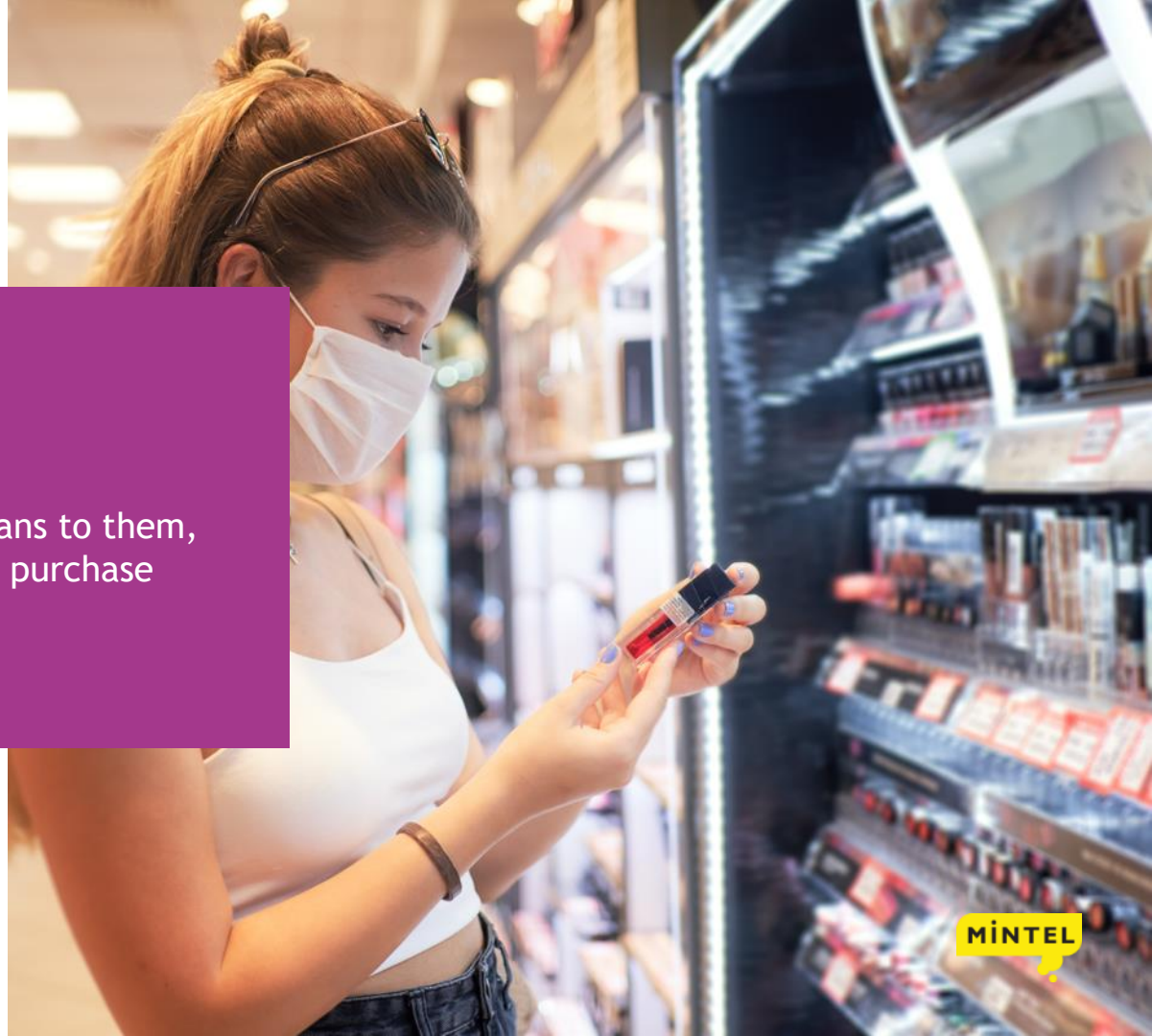


Nos soñamos un mundo justo, con oportu  
derechos, donde la violencia no sea una r  
La vida de todos es sagrada, cuidémosla



# Beauty [Re]Valued

As consumers reassess what value means to them, brands must explore how they fit into purchase decisions and justify that position.



# Streamline choices and drive new experiences through essential kits

The sample approach lets people try out new products on a budget, without having to commit to a full-sized product.



## Basic skincare needs

[Sallve's \*basiquinho\* kit](#) offers three essential skincare claims (cleanse, hydrate and exfoliate) in mini samples. It retails at \$13 (Brazil).



## Essential fragrances

[Natura's essential fragrances kit](#) retails at \$6 and offers four mini fragrance samples as well as a discount to buy the fragrance one liked the most in full size (Brazil).



## Five daily essentials for 21 days

NAE Cosméticos' [21 day challenge kit](#) lets people try five small-size products for \$18. The products are customized based on an online beauty quiz. Consumers also get 20% off in the purchase of a full-size routine kit (Mexico).

# Find new ways to guide consumer choices

Quem disse, Berenice? teamed up with Skol Beats to launch four lip oils inspired by Skol's new launch that celebrates the four elements of the zodiac: earth, air, fire and water.



Skol Beats Zodiac (Brazil)



Quem disse, Berenice? Hydroils Beat Zodiac (Brazil)



# Be authentic on offering aid in decision making

Given that Colombian BPC consumers are assiduous on social medias and blogs, brands can help them by creating communities to share authentic feedbacks and product tutorials.



## New content platform

P&G launched the “Oh My Hair!”, a platform dedicated to offering guidance, tutorials and DIY tips about hair, with the purpose to boost consumers’ haircare skills (Brazil)



## ‘Real’ influencers

The haircare brand Beleza Natural is active on its social networks, where it helps consumers take care of their hair at home, sharing videos from consumers using the brand’s products (Brazil)



## Viral instant reviews

Youthforia BYO Blush turned viral after 3 million views on TikTok and more than 250 positive feedbacks about the product, that is said to be the first blush worldwide to react to the skin’s pH (USA)

# Enable experiences before purchases



[Degusta's](#) sampling machine enables consumers to try new product launches for free, answer a short survey and scan a QR code.

Ésika's [Asesor de Belleza](#) app offers virtual make-up so consumers can try the new line of Resist lipsticks.

**Experiences** more valuable than products

**Leverage** consumer interest in learning new skills/ trying new products

**Evolve** trial/ sampling

**Provide** seamless discovery journeys

# Simplify beauty routines at home through DIY kits that offer salon-type results on a budget



[Dermanat Kit Detox](#): activated charcoal scrub and mask to remove dead skin cells (Colombia)



[Hidramais Home Spa Pés](#): relaxing salts, exfoliating gel and ultra-hydration cream (Brazil)

# Premium ingredients with multiple benefits can help simplify beauty routines

Premium ingredients with multiple benefits can help streamline more sophisticated beauty routines and can be value for money.



## Gel for face and body

Due to its high content of **organic Aloe vera** and **avocado oil**, the [moisturizing gel](#) promotes cell regeneration of the skin and nails. It **reduces stretch marks** & scars and repairs the damage caused by **pollution** and **sunlight** (Mexico)



## Oil for body, face and hair

[O Boticário Nativia SPA Jasmim Sambac Óleo Precioso Anti-Stress](#) for skin, body, face and hair contains **Arabian jasmine extract** and nourishing drops of **quinoa**. It helps **fight the effects of stress** on skin, scalp and hair (Brazil)



## Scalp and hair health

Athletia Scalp & Hair Oil can be used as a **scalp oil** before shampooing, or as a **leave-in** to nourish hair, while improving its manageability and shine including lavender, orange, cedar wood and patchouli oils (Japan)



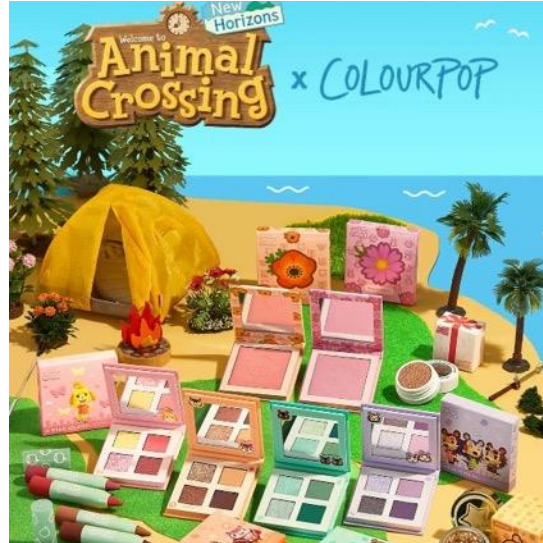
# Boost mood through colors



# Boost mood through playful and joyful themes



[Etude House x Disney Tsum Tsum](#), wobbly toy-come-makeup pack



ColourPop Cosmetics x [Animal Crossing: New Horizons](#)

Playful, joyful and mood-boosting themes can help relieve and distract the consumer from stress.

Remind consumers that beauty rituals can be comforting, de-stressing and enjoyable - helping to positively transform a mood.

# Luxury is redefined amidst period of crisis

## Luxury - new meaning

**Ingenuity** will be valued more than exclusivity

## Give more value for money with boundary-blurring products



Jo Malone partnered with Zara to create a fragrance range for the high-street clothing chain.



Byredo launched an affordable candle collection to evoke the feeling of home.

# Three key opportunities for Beauty [Re]Valued

01

## Luxury on your own terms

The concept of luxury takes on new meaning beyond premium pricing and desirable labels by **connecting emotionally with consumers** through experiences and stories.

02

## The investment versus time proposition

Experiences will become more valuable than tangible products as many **consumers reevaluate what is essential** to survival. The investment-versus-time proposition will drive new behaviors.

03

## Self-made consumer networks are key

As highlighted in *Beauty Eco-lution*, in which beauty enters a new era of trust, there will be **strong consumer relationships focused on community** building, personalization and diversification of marketing channels.



# Meet Mintel Trends Experts



**Sarah Jindal**  
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# Thank you! Gracias!



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