Global Beauty & Personal Care Trends 2030

The next decade will be monumental for beauty as the world becomes more polarized: beauty brands must find their foothold to thrive and stay ahead

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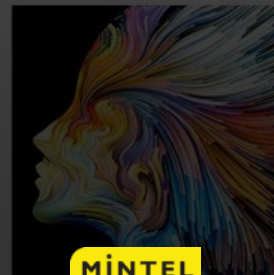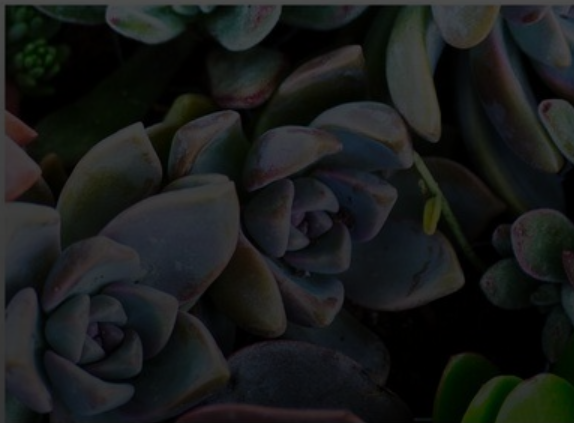# Table Of Contents

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The Panorama of Humanity

Mistrust is fueled by misunderstanding. Instinct and information must support one another to provide the full story.

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Embrace science and nature to help consumers cope

Consumers begin to **rely more on their instincts as well as their own knowledge**. Trust comes under fire and **transparency** becomes critical.

Consumers will look to leverage technology in order to **hack humanity** and **biological processes**, with science **changing the ageing conversation**.

Sustainability initiatives must embrace science as **lab-grown ingredients are the only true path** forward.

Playing Mother Nature

Consumers' relationship with technology grows

Augmented Human

Advances in software, hardware, apps and augmented reality significantly changes the way consumers choose, purchase and **interact** with products.

The ability to measure, **monitor and integrate data** allows consumers to take an active approach in choosing and using products.

Internet Of Things – smart homes, connected clothing and VR/AR will respond and **enhance consumer experience** and product interaction.

Doing it for yourself becomes common practice

A growing influx of natural and organic ingredients causes consumers to become **more inquisitive**. They **scrutinise** ingredients lists and question how products are created and promoted.

Along with brand transparency, it has driven the clean beauty trend, and will see it evolve. Sustainable focus sees **waste** streams enter the product development pipeline.

The conversation around packaging **functionality** is being reinvented, enhancing the sensory experience of product usage.

Gastronomia

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Stress levels are high and energy levels are low

Power Play

Consumers recognise they need to make changes to address low energy levels using products that put these claims front and centre.

Power Play looked at how energy is sourced and used. From a sustainability perspective, **energy** becomes an important **selling point** for brands.

Consumers adopt **a total wellness** platform, with topical and internal products working synergistically. Packaging takes on a new role to enhance experience with new sensory and application techniques.

Facilitate consumers' waste-free routine

Brands that facilitate consumers' **waste-free** routines can cement themselves in a strong and **trusting relationship** with consumers looking to brands for guidance and assistance.

UpCircleBeauty uses leftover natural ingredients to formulate skincare products.

Ethique creates plant-based solid bar formulations for skin and hair with no plastic packaging.

UpCircle Beauty

Ethique

Embrace lab-grown as the new 'organic'

Aderans protein-based artificial hair

Impossible Burger at Burger King

As lab-grown products continue to enter the market, consumer comfort with biotechnology is increasing – **whether they realise it or not.**

Beauty brands need to leverage "engineered natural ingredients" to satisfy consumer **desire for safety.**

Costly supply chain issues related to sustainability of natural materials can also be addressed.

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Provide hyper-personalisation using biometric data

Biometrics offer a unique way for companies to interact more personally with consumers – giving them a **reasontovisit** physical spaces.

Consumers are open to the collection and usage of biometric data; particularly when it comes to providing a personalised approach.

Beauty brands can capitalise on this providing they **offer valuable benefits and customisation** to the consumer.
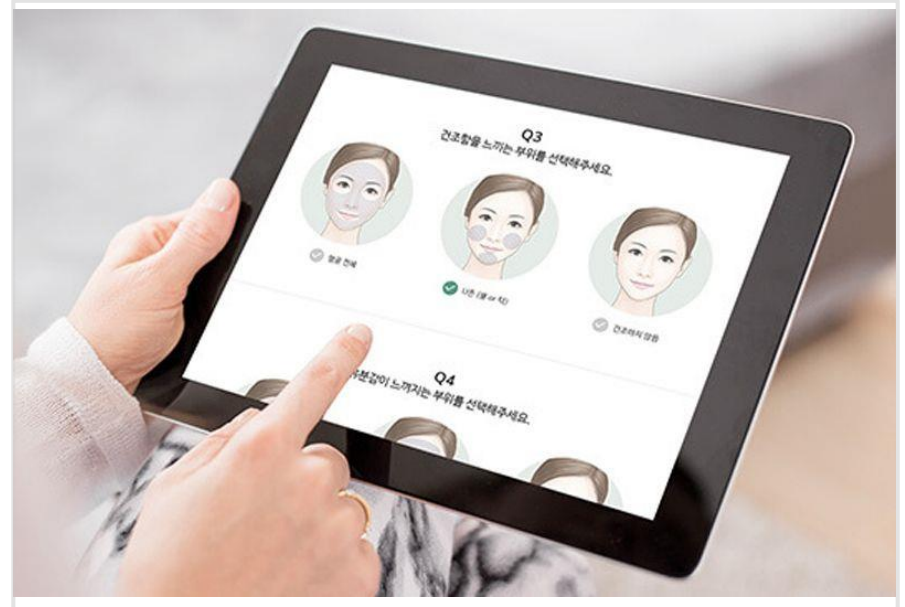
IOPE Lab offers skin genetic testing

Clean beauty will evolve as the language and focus changes

In the future, the "clean beauty industry" will just be the "beauty industry".

"Clean" will evolve to be about **transparency** and an **eco-ethical** mission rather than fear-marketing.

There will be more of a focus on the **power of plants**. Brands will be more considered and do things because they are **healthy** for the skin.

Big data will impact agriculture with bio-engineered seeds

Vegan and plant-derived beauty products have mainstreamed with more consumers adopting vegan lifestyles for both **health** and **eco-ethical** reasons.

Regenerative agriculture will gain momentum as veganism reaches a plateau.

[Equinom](), the seed-breeding company, leverages its genomic database to create non-GMO plant varieties with a controlled nutritional profile.

By using similar bio-engineering techniques, beauty brands and suppliers can **dial-in efficacy** from naturally-grown ingredients to ensure functionality as well as safety.

The future of trust is a mix of smart tech, real experts and self-instinct

Brain-reading technology can detect changes in emotional states in people to capture non-conscious aspects of a person's decision making.

Emotion-driven tech will give brands new ways to measure the potential success of a product before it even hits the market – brands can feel **confident** of the **marketability** and **success** of new launches.

Shiseido discovered that functional near infrared spectroscopy (fNIRS) can record **willingness-to-pay** (WTP)-related brain activation during a single, real use of cosmetic products.

Identity Traders

Consumers question where they belong and seek to find their tribes in the real world.
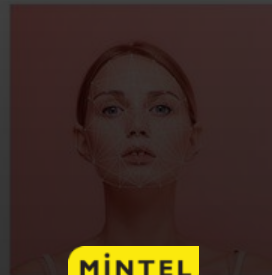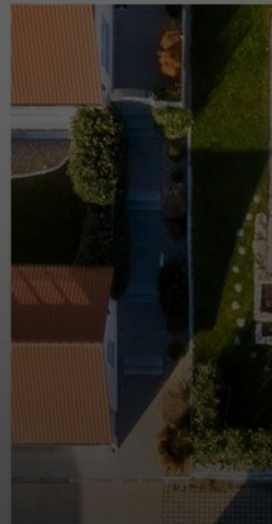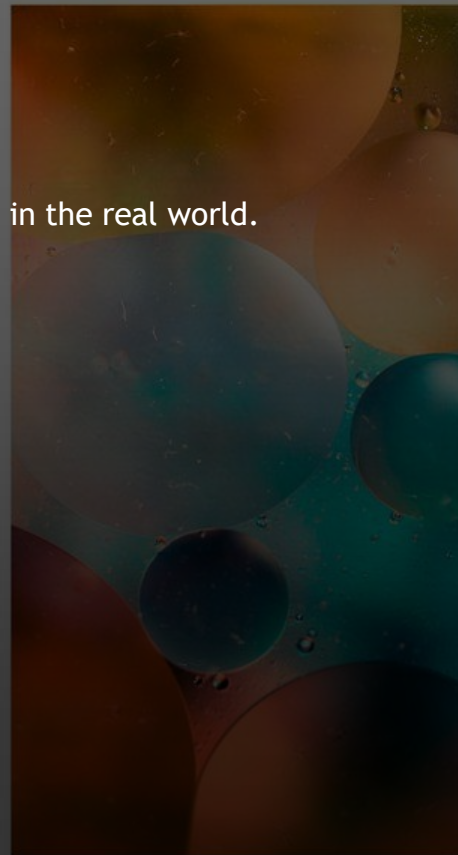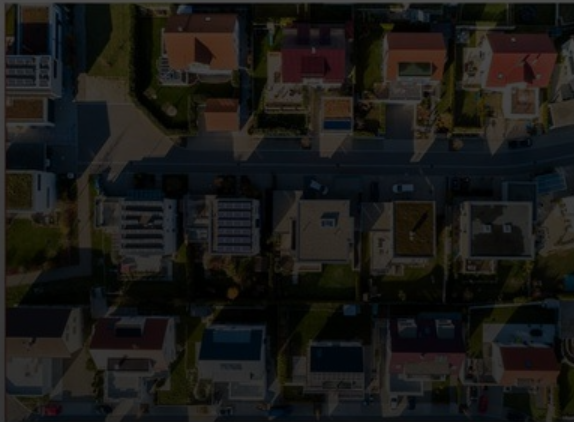
Digital technology exerts its influence over consumers' lives

Private Eye

Responsibility will be placed back on brands to control their digital footprint. There will likely be increased brand-specific social media engagement, as well as a focus on imagery and individual retailer websites.

Data will be useful to assess preference and personality; but consumers will want **more control** over what is collected and how it is utilised.

The blurring of online/offline in the retail space provides unique opportunities for brands to **interact** with consumers.

Constant connection prompts consumers to simplify and scale back

Fast beauty and fast fashion have led to over-purchasing and clutter; consumers move to a more **minimal** approach making investments into high-quality, high-performing products. This leads to a **less is more** approach, creating less waste, and reusing and upcycling wherever possible.

Slowing down – simple, streamlined product formulations highlighting key functional ingredients (nothing unnecessary); single-note fragrances and fragrance libraries; packaging-free moves.

Back to Basics

Leverage 'big data' to drive NPD

ScentBird

Proven

Personal data will allow brands to **streamline,** especially with manufacturing and warehousing, **driving down cost**. By knowing what consumers want, brands can be **more proactive** and **less wasteful**.

ScentBird utilised sales data to formulate four unisex fragrances based on top-rated common notes.

Proven uses a custom-designed database and artificial intelligence to understand individual skincare needs.

Change marketing approach to focus on psychographics

In a connected world, trends and behaviours are transcending demographics. Target consumers by tapping into psychographics focused around **behaviours, actions and lifestyle**.

Knowledge of how consumers get information and use it within the beauty space leads to new approaches in tracking and leveraging consumer data.

New tactics will emerge, helping to manage the ethical use of data brands collect and using it to craft campaigns and strategies.
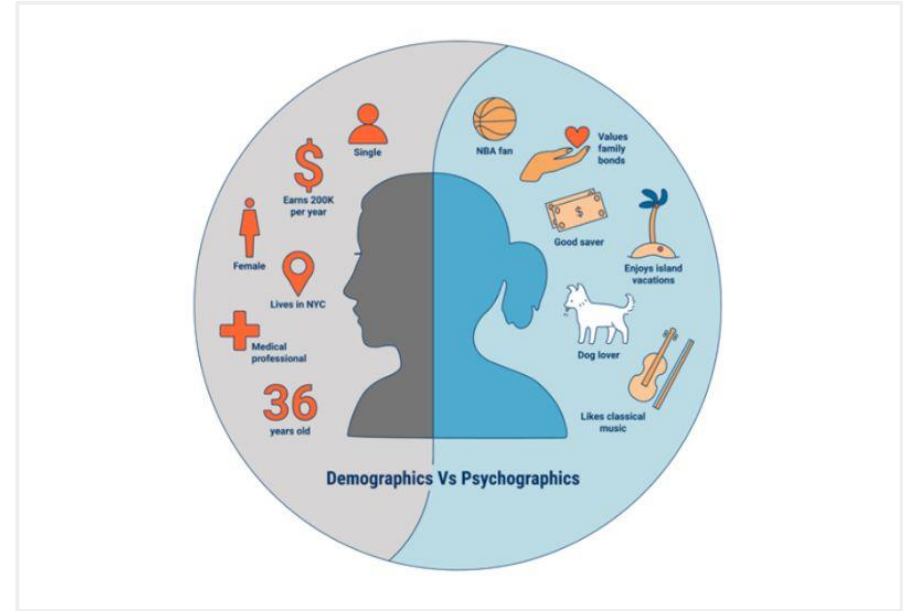
# Remote services bring access to the geographically disconnected

With the help of **5G** and **mixed reality** technologies, remote surgery via live broadcast is now a reality.

As remote surgery becomes more commonplace, access to the latest techniques and 'tweakments' **expands** far beyond major metropolises.

The same technology will enable consumers to cut and style their own hair or benefit from the talents of a professional makeup artist or beautician remotely. High-skilled jobs are not at risk; rather, these jobs are ripe for scalability.

Village-based commerce reinvents supply for emerging markets
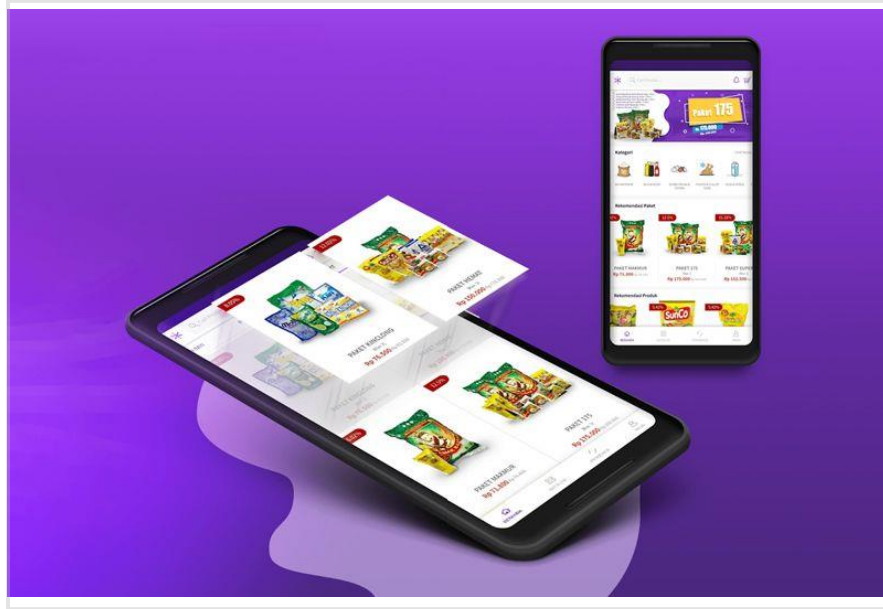
[Kora](#)

Kora makes it easy for mothers to get household goods at more affordable prices in remote villages across Indonesia. **Local delivery agents** handle orders and deliveries for the 'members' in their region.

Marketing outreach can grow without sophisticated technology by identifying problems and forming solutions within a community.

The village commerce idea will **expand outreach** and open up new markets, targeting emerging markets or lower-tier cities.

Geographical limitations stretched: look to space for next-gen products

Consumer interest will peak as more space-based news is released. This will generate a desire for products that support the **performance of space travel**. The broadening of travel horizons brings with it advances in technology that will be leveraged across other sectors and categories.

Create high-performance beauty products influenced by space conditions such as **micro-gravity** to re-look at beauty claims. **NASA-farmed ingredients** have additional impact.

AVATAR X program

Virgin Galactic lounge

Impacts of COVID-19

COVID-19 has had a profound impact on consumer lifestyles, the global economy and every consumer market. As a result, our predictions from the *2030 Global Beauty & Personal Care Trends* have accelerated with implications for **the next 3-5 years**. A renewed focus on science and nature brings **new sustainability approaches** to the forefront as predicted in *The Panorama of Humanity* Trend. Recent events keeping people apart has helped **redefine the concept of connection**, making the *Identity Traders* Trend more relevant in the short term.

THE PANORAMA OF HUMANITY

Explore the push-pull with nature and science. Both must support each other to expand beauty consumption.

What's shifted

As COVID-19 drives consumers' lives online, the evolution of how and where brands sell has quickly shifted. Mintel Trend Driver *Technology* looks at how consumers find digital solutions for real-world problems. With many store closings, a **robust digital retail strategy** has become a necessity. Communicating and **connecting with consumers** virtually through **authentic** content and messages has become the most impactful way to maintain a **trusting consumer-brand relationship**, leveraging digital platforms for web chats and live streaming.

Consumer trust has come into focus with many finding **science** to be the answer as it provides **clear-cut information** and **reassurance** where it has been lacking. **Eco-ethical conversations** have taken over as consumers become increasingly concerned about company practices, particularly how they care for employees. While sustainability paused in the short term due to concerns over hygiene, it will return, **reinventing "clean"** with a new mindset of how product manufacture, purchase and use impacts the world around us.

How consumers are reacting

Trust, safety/hygiene and mental health are top priorities globally as consumers gravitate toward brands and products that meet their needs and offer reassurances.

IN THE US

59%

of women aged 18-34 agree that mental wellbeing has become a higher priority since the COVID-19 outbreak

IN BRAZIL

62%

of consumers express some level of discomfort related to getting beauty treatments outside of the home

IN CHINA

83%

of consumers agree that clean beauty products adhere to higher standards in research and development

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Trend acceleration in action

Plan for the skin of the future
[APEX](), from Japanese skincare brand Pola, has launched [APEX Skin Planning]() – it uses AI to analyze skin condition and predict future changes to curate long-term skincare regimens.

Skincare grown to order
[Haeckels Bio Restore Membrane]() leverages biotechnology for peak sustainability. The UK-based brands' eye masks are grown to order from agar (seaweed). The packaging is compostable and refills can be ordered, making it plastic-free.
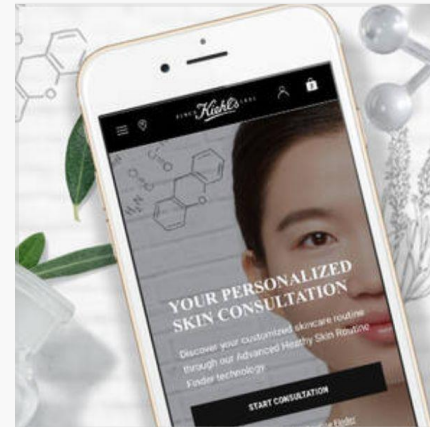
Retail teams turned virtual consultants
[Kiehl's Virtual Skincare Expert]() is an example of a brand quickly pivoting to keep sales teams employed by offering virtual consultations via video chat. These services are now becoming a permanent offering as a way to engage with consumers.

What to watch

Digital beauty re-engages consumers

Finding new ways to leverage technology will help **reassureconsumers** that shopping for beauty is safe once again. Previously launched AR/VR and digital try-on apps that didn't previously gain wide adoption will find a new home in the post-COVID-19 beauty world.

Return of the expert rebuilds trust

Consumers will put more trust in true experts like scientists and other professionals who have the credentials to back their credibility**. Rebuilding trust** in brands and product promises will be essential to ensure that brand-consumer relationships endure.

Ethics and sustainability will lead

While **eco-ethical considerations** may have taken a short hiatus in the first stages of the pandemic, consumers have now shifted their focus back to these important issues as part of the decision-making process. The way brands treat the world and its employees' matters.

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IDENTITY TRADERS

While toggling between connection and disconnection, consumers will seek their tribe. Beauty can be an enabler.

What's shifted

Though consumers were looking to **switch off and get back into the real world** for more face-to-face connections before COVID-19, the pandemic has shifted the reliance back onto digital as the only safe way to remain connected. This shift has created a real **longing for in-person interactions** to come back with a renewed **level of value** placed on them. A simple hug from a friend is something many people have been without for months.

The idea and **sense of community**, as highlighted in Mintel Trend Driver *Identity*, is one that has shifted significantly as well and that all consumers are looking to find whether online or offline. Brands have stepped in during periods of quarantine to help **foster open communication** between like-minded consumers. This **sense of belonging** and human-to-human interaction is essential, especially for many whose **"third place" has moved into the home**. For many, the home is now a living and working space, a gym, a spa and for some, a classroom. As people spend more time at home and invest more in their home spaces, brands will continue to tap into this new homebody culture, creating products and messaging that can **help reinvent people's homes**.

How consumers are reacting

Consumers are striving for connection, community and authenticity and will gravitate toward brands that facilitate, and personify these ideas.

IN THE UK

74%

of Gen Z consumers (b. 2000-12) believe the way they present themselves is fundamental to who they are

IN INDIA

86%

of consumers* agree that it is important for them to feel part of a community

IN BRAZIL

33%

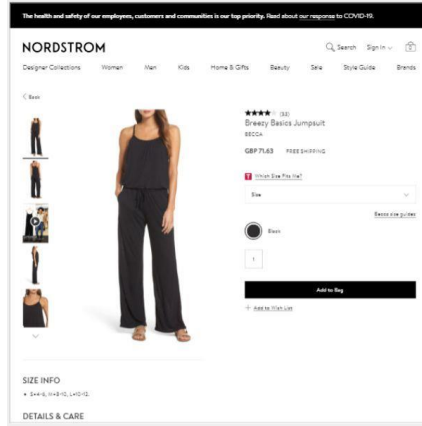of consumers only trust social media recommendations from beauty and skincare professionals

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Trend acceleration in action

Create new connections
@cosme Tokyo's 3F is a member-only space located above one of Harajuki's busiest cosmetics stores. It aims to allow users and brands to connect through exclusive access and events.

Shop styling videos
Nordstrom fashion styling videos are for the many who don't want to shop in store just yet but consider buying a product without seeing it in person to be risky. Nordstrom's styling videos provide an interactive product view.
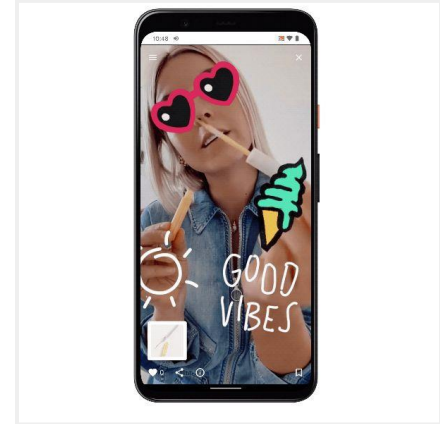
Entertainment and retail
Shoploop from Google allows users to discover new products through short, entertaining videos that are clickable. Users can save products for later or click straight through to purchase.

Source: istyle

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What to watch

Address lifestyle shifts

By focusing on lifestyle and behaviors, brands can tap into what truly drives the consumer to action. Today's consumer transcends demographics, so to create relevancy and purpose, brands will **leverage psychographics to connect with consumers**.

Create a sense of community

As social distancing becomes a constancy, consumers will feel more disconnected than ever. Brands have a unique opportunity to leverage their platforms and followers with exclusive access to products and events as a way to **reconnect and create community**.

Personify authenticity

Transparency across all brand activities is a must-have for today's consumer, and social media is rife with new groups of "watchdogs" calling out bad behavior. Authentic imagery and messaging will **connect with consumers** and build lasting brand relationships.

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