

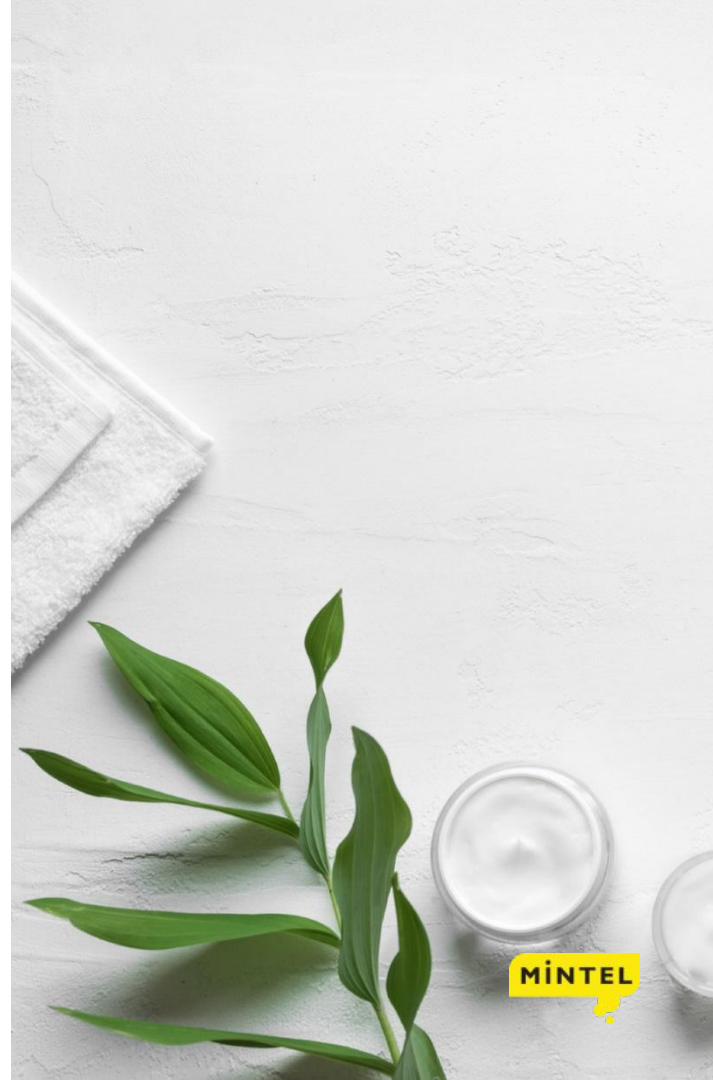
How beauty finds growth in a new era of trust (part)

Beauty with a brain

As consumers lose trust in unrealistic claims, they will be looking for genuine experts who provide guidance and brands that play advisory roles, according to Mintel's 2019 Beauty & Personal Care Trend.

Brands are redefining *who* can be an "expert" and *how*:

- Celebrities
- Brand's education team
- Influencers
- Community





The trusted voices of influence

From viewership to revenue

NEW BUSINESS GROWTH

700%

increment in the number of businesses that adopted live streaming for the first time on Taobao Live Product at Alibaba Group

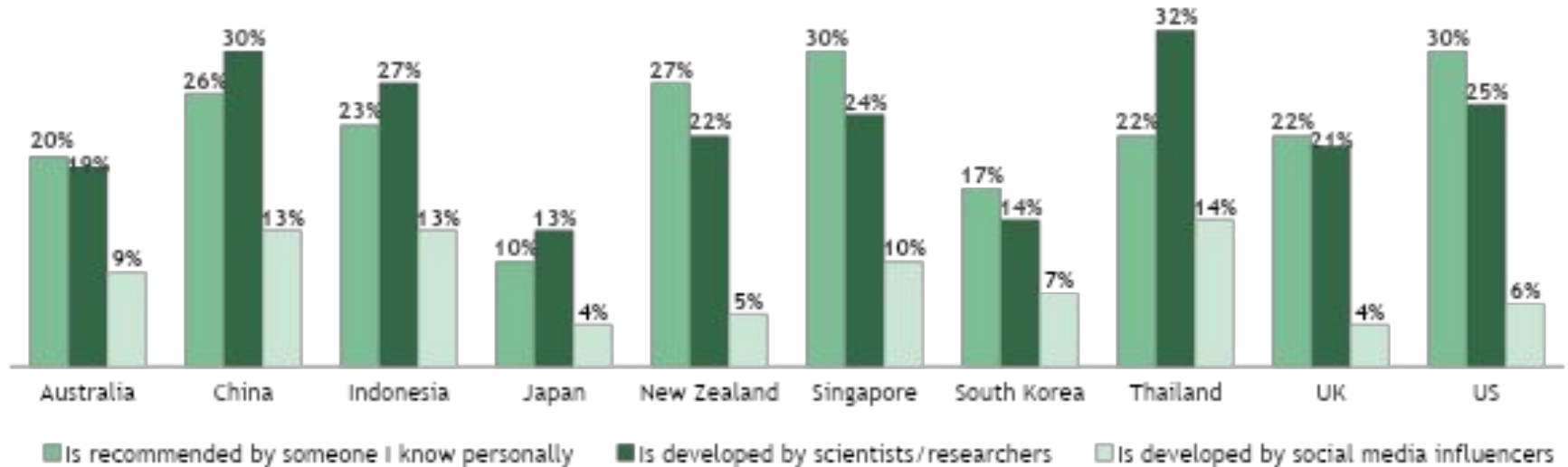
GLOBAL SOCIAL COMMERCE

USD 584.9 billion

is expected to reach this amount by 2021

Trade up opportunities is influenced by relationship and credibility

"I am willing to pay more for beauty/grooming product that is ... Please select all that apply."





Trust: a new dimension of priorities



What does *trust* look or feel
like today?

Product level

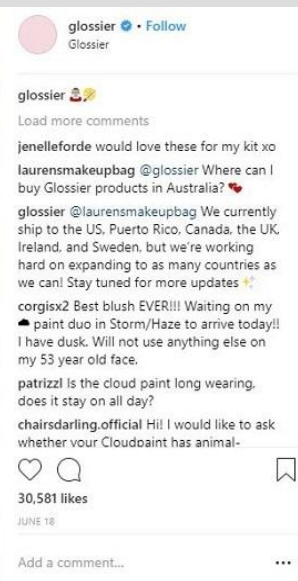


Company level





Purpose driven



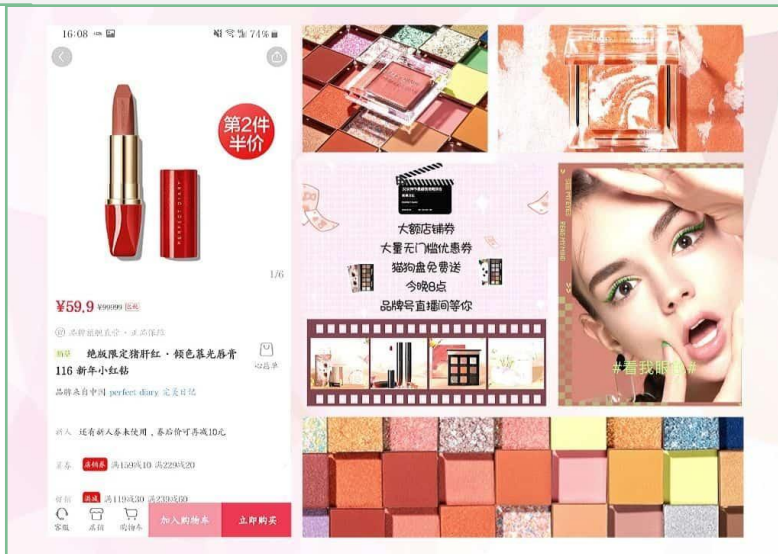
Community based

Case study: Perfect Diary on WeChat

Building the Perfect Diary WeChat community

The creation of 'Xiaowanzi' - a virtual community manager that consumers can engage with and relate to

Strategize purchase and repurchase with popup group promotion and livestreaming at night



Improve trust

Consumers will continue to question brands and hold them accountable as they seek more control over their lives after recent events.

TRUST SCIENTIST

61%

of consumers in Australia trust products and ingredients created by scientists

CAMPAIGN AND ACCREDITATION GROUPS

65%

Of adults in South Africa use campaign and accreditation groups' information to learn about beauty ingredients

Base: : Australia and South Africa: 1,000 internet users aged 18+ in each country
Source: Dynata/Mintel; Offerwise/Mintel

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Trust is traditionally developed at product level ...



Ingredients transparency

*IOPE Stem III Ampoule contains 78.2%
Allanto-Liposome*



Claims and certifications

ACNOC All Hybrid Essence is halal certified and dermatologically tested; features the Thailand Trusted Quality, Green Industry and EWG verified logos



Promise of efficacy

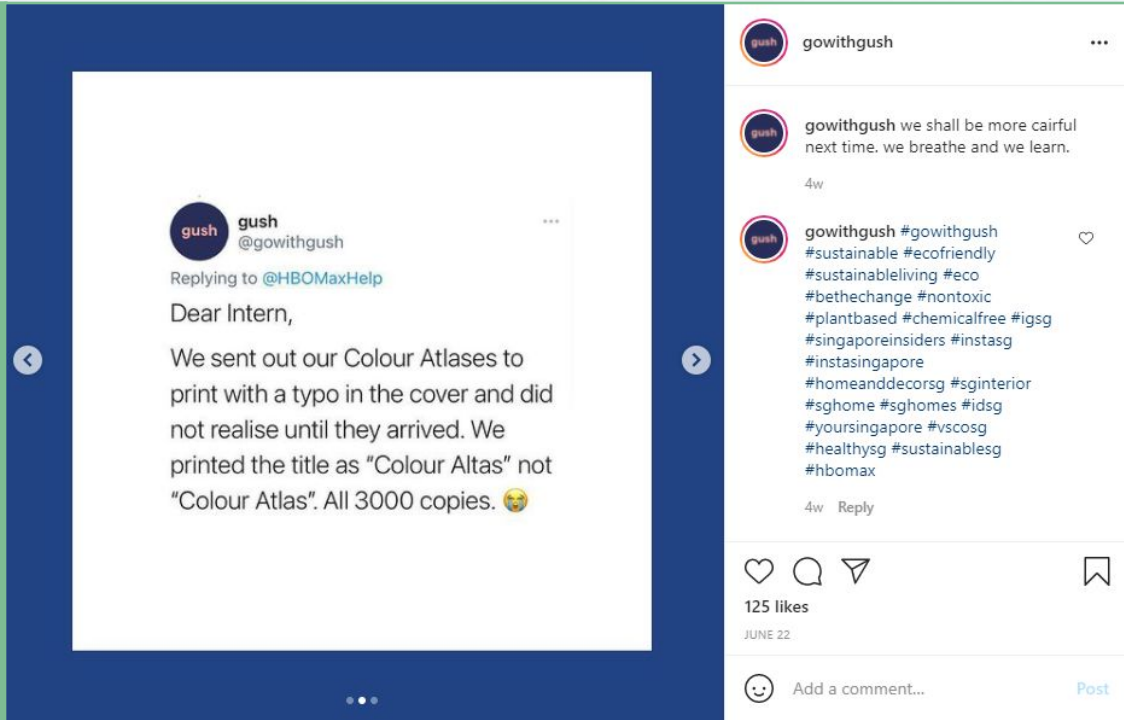
Belif Aqua Bomb Brightening Ampoule Serum for glowing and hydrated skin


Helps give off a clear, translucent complexion? ☒ Yes!
Officially tested for antioxidative effect ☒ Yes!

... Now it is also developed at company level

*Being open in owning up
to their own mistake*

*Brand personality =
brand behavior = trust*





With **trust**, brands earn long-term customer value and loyalty in the face of disruption.

Has your brand made an impression,
and also a difference?

For full version, please contact your client account manager; if you are not a client yet, please drop us an email to infoasia@mintel.com to find out more

MINTEL

Mintel Beauty & Personal Care

Expert-led, premium intelligence
solution for the industry.



MiNTEL

Expert-led, premium intelligence solution for the industry.

Continuous forward- looking intelligence

- Across 10 beauty and personal care categories
- Product innovation across 86 markets
- Consumer insights covering 35 markets

Global analysts

Direct access to experts in retail, category, packaging and trends

Technical foresight

- Formulations
- Concepts
- Packaging
- Ingredients
- Patents
- Regulation & labelling
- Textures & formats

Helping you make better decisions faster with:

- Insights and analytics
- Expert recommendations
- Robust predictions

Experts in what consumers want and why

You also get access to:

Mintel Reports: In-depth reports covering beauty and personal care categories across nine markets.

Mintel Trends: Macro trends backed by 300 observations a month and consumer data across 35 markets.

Mintel GNPD: 40,000+ innovative FMCG product launches every month across 86 markets.

Mintel Market Sizes: Per capita spend for 60 consumer goods categories across 34 markets.



What you'll get

Context:

Understand the bigger picture and how you fit in. We analyse a broader landscape and dig deeper so you can see further.

Direction:

Our market intelligence leads to business growth. We'll show you where the future lies and tell you how to get there.

Timeline:

We'll make sure you're in the right place at the right time - ready to take the right decisions to win investment and secure stakeholder support when you need to.

7 ways Beauty & Personal Care will help your business grow:

01

WHAT is happening in your categories - now and in the future.

02

WHAT new and innovative products are being launched - possibly affecting best sellers.

03

WHERE the most interesting markets will be in 5 years.

04

WHAT claims are resonating with consumers and what isn't.

05

WHICH ingredients are being launched to provide greater understanding beyond supplier conversations.

06

WHAT packaging should be considered to keep up to date with new trends.

07

WHAT big issues should be discussed and decided upon to remain profitable.

Categories

Bodycare

Colour
Cosmetics

Deodorants

Facial
Skincare

Fragrances

Haircare

Oral
Hygiene

Packaging

Retail

Shave &
Depilatories

Soap, Bath
& Shower

Who is Mintel Beauty & Personal Care for?

Fast-growing organisations with high targets for rapid growth.

Companies committed to intelligence-based decision-making.

Businesses needing layers of information for the needs of different teams.

Used by more than 12,000 marketers, innovators, researchers and strategists worldwide.

Experts in what consumers want and why



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Why clients choose Mintel:

WE UNDERSTAND THEM

Our **expert-led intelligence** tells our clients what their consumers want and where their market is heading. We have hundreds of analysts based around the world who are passionate about the areas they cover.

THEY TRUST US

Our high-quality data and rigorous methodologies give clients confidence in decision-making right across their business.

THEY LIKE WORKING WITH US

We take pride in our relationships and giving our clients the best service through dedicated account management, client service teams and expert analysts.

Experts in what consumers want and why



Having access to product data and ingredient lists, knowing what people are using and what claims they are making is a real advantage. The worldwide coverage is another real benefit for us because we can use that information to make sure the new products we create will be competitive globally.”

— NARS



Mintel BPC is inspiring - it pushes us to do new things and to think a bit differently, and then we have somebody we can bounce our ideas off also.”

— Univar



The Mintel logo, featuring the word "Mintel" in a bold, sans-serif font. The "i" is lowercase and has a small dot above it. The logo is set against a yellow background that resembles a speech bubble.

About Mintel

Mintel is the expert in what consumers want and why. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster. Our purpose is to help businesses and people grow. To find out how we do that, visit [mintel.com](https://www.mintel.com).

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