

2021 BPC Trend: Beautiful Mind

Winning strategies to help consumers unwind and de-stress.



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The Mintel logo, featuring the word "MINTEL" in a bold, sans-serif font, with a small yellow speech bubble icon containing three dots below the letter "L".

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Context: the drivers

Mintel's construals impacting consumer behaviour.



Wellbeing

Seeking physical and mental wellness.



Surroundings

Feeling connected to the external environment.



Rights

Feeling respected, protected, and supported.



Value

Finding tangible, measurable benefits from investments.



Experiences

Seeking and discovering stimulation.



Identity

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

COVID-19's impact on Brazilians

Besides vaccination speed up across the country, Brazilians still demonstrate high levels of stress, tension and anxiety toward their finances and overall health.

FEAR OF COVID-19

78%

of Brazilians are worried about the risk of being exposed to COVID-19

EMOTIONALLY STRESSED

58%

of Brazilians say they are avoiding reading news and talking about COVID-19, because it's negatively affecting their emotional health

FINANCIALLY STRESSED

31%

of Brazilians describe their financial situation as "tight - I'm making ends meet, but only just"

Base: Brazil: 1,500 internet users aged 16+

Source: Lightspeed/Mintel; Mintel's Global COVID-19 Tracker, Jun 7-28, 2021



A man and a woman are lying in bed, smiling and relaxing. The woman is applying a white face mask. The man is holding her hand. The background shows a modern bedroom with a black nightstand and a window.

WELLBEING: BEAUTIFUL MIND

It is time to renovate the mind. Wellness has become an important part of beauty, and the pandemic has driven the concept of holistic health to new levels with a focus on mental wellbeing.

Multi-tasking routines associated to social distancing challenges Brazilians

EMOTIONAL DISORDERS

38%

of Brazilians started to struggle mentally (eg burnout, anxiety attacks) because the pandemic has made dealing with daily tasks harder

WELLNESS ON TOP

56%

state that their mental wellbeing is of high priority during the COVID-19 pandemic

MORE SELF-CARE

58%

would like to do more self-care (eg skincare, meditation) if they had more free time

Base: 1,500 internet users aged 16+

Source: Lightspeed/Mintel

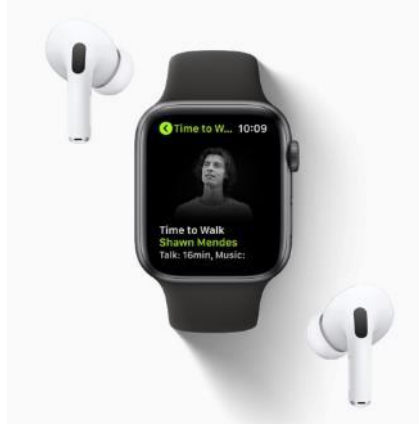


Mental health sets new priorities



More realism on social medias

The Advertising Standards Authority has ruled that social media filters shouldn't be used if they exaggerate the effect of a beauty product (UK).



Engage consumers to exercise Apple launched a new “audio walking experience” on Apple Watch for Fitness+ encouraging subscribers to take a walk and listen to sessions hosted by celebrities and influencers (Australia, Canada, Ireland, New Zealand, UK).



Better air quality, better skin Canopy is a humidifier designed and marketed for skin health and wellness, including an anti-mold technology that also reduce the spread of viruses indoor (US).

Close connection between emotions and physical

More than functional benefits, consumers will be attracted by emotional-related benefits on beauty and personal care

HAIR & SCALP

55%

of Brazilians¹ reported stress/depression as factors that contributed to hair/scalp disorders

SKIN

39%

agree² that “emotional factors can influence my skin appearance”

Base: ¹757 internet users aged 16+ who have experienced hair or scalp disorders; ²1,383 internet users aged 16+ who have used facial and body skincare products in the past 6 months

Source: Lightspeed/Mintel



Holistic beauty evolves with ancient ingredients



Essential oils to reduce uplift mood

Scent for Good Inner Peace is a mask spray formulated with essential oils of fresh amber and clean musk to ease one's mind and help breathe easily, while disinfects face masks on-the-go (US)



Stress-relief adaptogenic

Moon Juice Cosmic Cream is formulated with adaptogenic herbs (ashwagandha and reishi), hyaluronic acid and collagen, improving skin's barrier function, while uplifts consumers' mood (US)



Ayurveda-inspired Khadi Natural

Cosmetics Lavender Sensitive Ayurvedic Elixir Shampoo is formulated with essential lavender oil and the extracts of the fine flowers, for antiseptic and anti-inflammatory effects (UK)

Besides taking a minimalist approach on their beauty routines...

FACIAL SKINCARE

25%

of Brazilians have been following a simple facial skincare routine

COLOR COSMETICS

23%

are using makeup less frequently

DEPILATORIES

19%

are removing face/body hair less frequently

Base: 1,500 internet users aged 16+

Source: Lightspeed/Mintel



... Brazilians are conscious about the emotional connection of physical and mental wellness

SANCTUARY OF PEACE

42%

of Brazilians took longer shower as a moment of relaxation

STRESS-RELIEF

23%

of Brazilians used beauty and personal care products to cope with tension/stress

INDULGENCE

12%

of Brazilians splurged on products to use for at-home spa experiences

Base: Brazil: 1,500 internet users aged 16+

Source: Lightspeed/Mintel



Delight consumers' routines through sensory

Brands can tap into consumers' interest for indulgent spa-like experiences, by offering formulations that awaken all senses, in addition to functional beauty benefits.



Whole self beauty

Inspired by Alicia Keys' love of ancient BPC rituals, **Keys Soulcare** brings a comprehensive collection that promises to care for the “whole self”: body, mind and spirit as well as skin (US, 2021).



Olfactory trip to St. Barts Ouai's

Scalp & Body Scrub is now available in a limited edition escapist St. Barts topical scent with notes of dragonfruit, orange blossom, tuberose and baltic amber (US, 2021).



Sleep-inducing formula

Sleep Well Nourishing Body Treatment is described as a restful and tranquil body cream that features essential oil concentrate with the deeply relaxing powers. The formula contains earthy vetiver, chamomile and sandalwood (Japan, April 2021).

Home-centered lifestyles bring new priorities and habits

Besides, 25% of Brazilians declaring they have used fragrances less frequently during the COVID-19 pandemic, the use of scented home products meets consumers' new desire for wellness at home, which taps into an important opportunity for brands in the region.

COMFORT AT HOME

25%

of Brazilians used scented home products to create a cozy atmosphere (eg candles, air fresheners with relaxing scents)

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Broaden the use of fragrances while at home

From essential oils to adaptogenics with proven benefits associated to wellness, brands can redefine consumers' use of fragrances while at home, to evoke multiple sensory experiences.



Essential oils for better sleep

Xyrena Cloud No.9 is a sleep perfume that combines carefully balanced genuine essential oils of lavender, orange, roman chamomile, and ylang-ylang to promote a blissful night sleep (US).



CBD + Adaptogenics for mood-booster

Heretic Parfum Dirty Grass blends high spectrum hemp-derived CBD with calming violet leaf and hints of fresh lemon to provide a vibrant fragrance to improve consumers' mood (US).



Inspired by aromatherapy to awaken senses

O Boticário launched Aroma & Terapia with scented diffusers, refresheners, colognes and liquid hand soaps powered by essential oils with aromatherapy properties (Brazil).

Help consumers build routines and rituals through different scents

Consumers' lives have been radically shifted due to the pandemic, disrupting standard routines and blurring the lines between every aspect of life.

Drifting through days without any structure can contribute to feelings of stress and anxiety.

Help add structure back into consumers' lives by leveraging scents to create distinction between different parts of the day. Highlighting ritualistic aspects, like lighting a candle, can bring comfort as well.



Heka Living aromatherapy diffuser alarm clock to wake up and fall asleep



LAFCO Office Candle features rosemary and eucalyptus to clear the mind

Transform the night into a moment of fun and indulgence

Beauty branches out of skincare to cater for cosy yet social moments during the night. Moments of indulgence and fun can take place at home and create new moments as lifestyles become more static.



Youthforia, makeup that's safe to sleep in



Chanel Coco Mademoiselle L'Eau Privée Night Fragrance

Mintel recommends

Use normality to anchor consumers

Long-term value will emerge from brands that continue to highlight the use of beauty routines as a way to combat stress and anxiety, bringing normality during uncertain times.

Self-care everywhere

Despite low budgets, Brazilians will look at products that help them recreate spa-experiences at home. Brands can innovate by offering different sensory stimuli connecting all senses and transporting consumers to pleasant escapism from static routines.

Resignify the use of fragrances

While at-home, consumers adopted a more minimalistic approach, reducing the use of beauty categories commonly associated to social interactions. Brands can engage consumers to use scented products that attend their new desire for holistic wellness at home.

Thank you!



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