

THE FUTURE OF COLOR COSMETICS

2021 Supplier's Day



Overview of innovation in the last year

Brands have cushioned the impact of the pandemic by offering occasions to splurge, keeping the 'lipstick effect' relevant in times of hardship and increased eco-consciousness.

INNOVATION SLOWDOWN

42%

of global BPC launches were color cosmetics in 2020, down from 46% in 2019

ETHICAL

17%

of new makeup launches featured vegan claims in 2020, up from 13% in 2019, the strongest growing top ten claim for the category

DOMINATED BY THE LIPS

29%

of new color cosmetics launches in 2020 were lip color products (vs 30% in 2019)



IN THE NEXT TWO YEARS

Mintel's perspective

'Skinimalism' will drive brand renovation and NPD

"Homebody" lifestyles have shifted behaviors

Self-care and wellbeing have taken over leading to simplified makeup looks

Hybridization can cater to a minimalist approach

Digital-friendly colors will lead innovation

Consumers look for colors that translate well online

Online identities are mainstreaming, brands can cater to this audience with digital looks

The influencer landscape will gain more autonomy

Influencers move toward smaller, more intimate communities

Leverage new platforms to build micro-communities

'Skinimalism' will drive brand renovation and NPD

The impact of human activity became visible during the first lockdown in 2020, accelerating consumers' eco-consciousness

Shrinking budgets and at-home lifestyles have transformed how consumers shop for makeup with a return to essentials

Brands should refocus on care, wellbeing and sustainability

Consumers need help to maintain their routine for better wellbeing



84% of Chinese makeup users agree that applying makeup is a pleasure

Offer minimalist hybrid products that tap into a need to partake in reassuring and uplifting pre-COVID-19 routines with a focus on care, wellbeing and eco-consciousness

Minimalist routines will help cater for conscious lifestyles

Affordable quality staples that boast clean and sustainable credentials at their core will redefine what great value-for-money means.

IN FRANCE

49%

of BPC users have bought fewer beauty/grooming products to reduce the environmental impact of their routine

IN THE US

42%

of female makeup users wish makeup products could also benefit their skin

IN THE UK

32%

of female makeup users prioritize wellbeing claims when purchasing a makeup product

Base: France: 987 internet users aged 16+ who have bought beauty/grooming products in the last 12 months; US: 918 female internet users aged 18+ who normally use makeup products; UK: 853 female internet users aged 16+ who have bought makeup in the last 12 months

Source: Lightspeed/Mintel



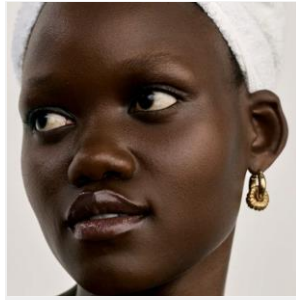
Repeat purchase will be easier with quality staples

Brands can elevate their offering with considerate, minimalist routines that **promote ease of use, clean credentials, quality and simple techniques.**



Skincare look

Saie Liquid Lip Balm is sold as 'more than a balm, not quite a gloss', responding to consumer demand for further care in cosmetic products.



Elevated simplicity

MERIT Beauty offers luxury essentials with a minimalist and responsible approach, and aims to simplify makeup routines by reducing the amount of products in routines and ensuring ease of use.



Focus on men's skin health

The upcoming relaunch of Shiseido Men will include a makeup line specifically formulated to respond to men's skin needs.

Integration and promotion of new technologies can drive purchase of hybrids

Consumers who are already invested in skincare will particularly welcome hybrid innovation from makeup brands that conveys the adoption of new technologies and routines.



Fine-fiber technology

Kao Corporation's Biomimesis Veil line will expand from skincare to makeup in 2021, with primers that cover spots effectively and naturally thanks to fine-fiber technology.



Glowy add-ons

Glow Recipe Watermelon Glow Niacinamide Dew Drops is a transparent, glossy highlighter to boost a natural glow without the use of mica or glitter, which delivers antioxidant properties thanks to star skincare ingredient niacinamide.

Clean, eco-conscious claims will be at the forefront of the new nude

Brands that reinforce the caring value of their products (eg to the skin/planet) are expected to retain customers.



Focus on naturally derived ingredients
Typology Teint Tinted Serum is made of 99% naturally derived ingredients and showcases a high score on Yuka.



Complement to clean skincare
Bybi Babe Balm Bronze is a multi-use golden highlighting balm complementing Bybi's clean, eco-conscious skincare offer.



No-plastic mascara brush
La Bouche Rouge Le Sérum Noir Mascara's brush is made of castor plant fibers instead of microplastic, and its wiping ring is composed of plant-based materials instead of plastic.

Digital-friendly colors will lead innovation

Looking good on screen gained importance as consumers are staying more at home

Brands can innovate with colors that are elevated when worn on-screen

More makeup products for online usage are needed



Hourglass Ambient Lighting Palette -
Volume II

Putting makeup on while staying at home brings a sense of normalcy, and ensures a flawless look during online interactions (ie during a video conference or on a social media post).

51% of US female makeup users aged 18-24 wear makeup even when they don't leave the house.

Colors that elevate their on-screen look will resonate with consumers

Digital-friendly colors will adapt to new online attitudes and push innovation forward in the color cosmetics category

Thanks to filters, consumers are getting used to thinking about makeup through a digital lens

Brands have an opportunity to develop real-life products with colors that are elevated on-screen; the digital rendition of colors can enhance or alter their appearance

IN THE US

47%

of female makeup users aged
18-24 use photo editing
apps/filters instead of applying
makeup

Base: US: 108 female internet users aged 18-24 who normally use makeup products

Source: Lightspeed/Mintel



Consumers look at makeup through a digital lens



L'Oréal's Signature Faces

Digital makeup products and looks will resonate with consumers currently buying physical items to showcase looks on social media – a behavior that can be expensive and wasteful

Virtual makeup will boast possibilities in colors and finishes that are broader than what can be achieved by real-life products

Launch dematerialized products and looks

The acceleration of digital fashion and art opens a new avenue for dematerialized, virtual makeup products and looks.



Digital couture

Auroboros sells 'digital' couture. Customers buy digital garments that are layered on their chosen pictures, allowing consumers to access high-end fashion for social media content only.



Impossible materials

Buffalo collaborated with digital fashion house The Fabricant to launch a collection of digital-only sneakers made of red or blue flame that can be edited in customers' pictures.



Investing the NFT world

Jeffree Star partnered with photographer Marcelo Cantu to launch a collection of NFT art pieces that can be bought with cryptocurrency Ethereum.

Color and architecture create immersive digital experiences

We expect brands to accelerate online experiences* by using color to enhance feelings of wellbeing, and deepen digital immersion by combining sensory stimuli.



Online chromatic wellness

ChromaYoga, a London-based yoga studio using chromo-therapy to deepen the practice's mental benefits, launched ChromaTV during lockdown to translate the experience online.



Multi-sensory AR experiences

IKEA partnered with Space 10 to create the house experience of tomorrow. Spatial Instruments by FIELD offers an experiential tour of the house through multiple senses via AR, combining sounds, colors, depth and position of objects.



Serene digital architecture

AORA is a virtual space conveying calm and wellness through its collection of architecture, art and sounds.

The influencer landscape will gain more autonomy

The negative impact of social media will lead consumers to seek more authentic connections

Ultra-engaged communities will give access to broader insights on communities

Influencers' integrity drives engagement

Influencers are building smaller communities focused on engagement, honest exchange and knowledge sharing, rather than on quantity of followers.

IN CHINA

71%

of adults* agree that having expertise in beauty is one of the most important attributes for beauty bloggers

IN THE UK

40%

of adults trust BPC influencers/educators more if they don't push them to buy products

IN BRAZIL

24%

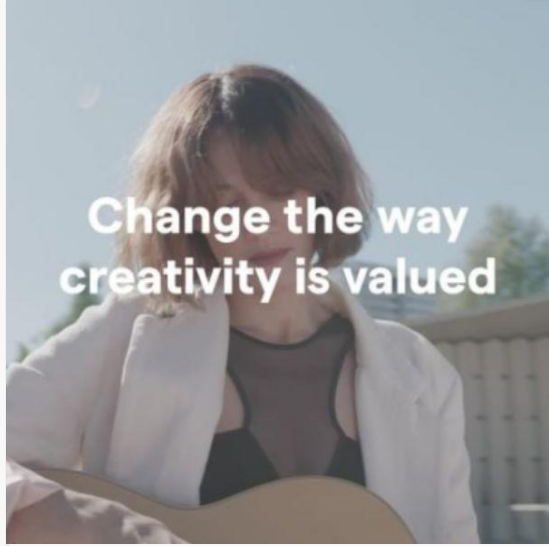
of consumers aged 18-24 stop following online influencers that don't represent their values (eg unethical practices)

Base: China: 1,367 internet users aged 18-49 who follow beauty bloggers; UK: 2,000 internet users aged 16+; Brazil: 1,500 internet users aged 16+

Source: KuRunData/Mintel; Lightspeed/Mintel



Benefit from influencers' greater autonomy

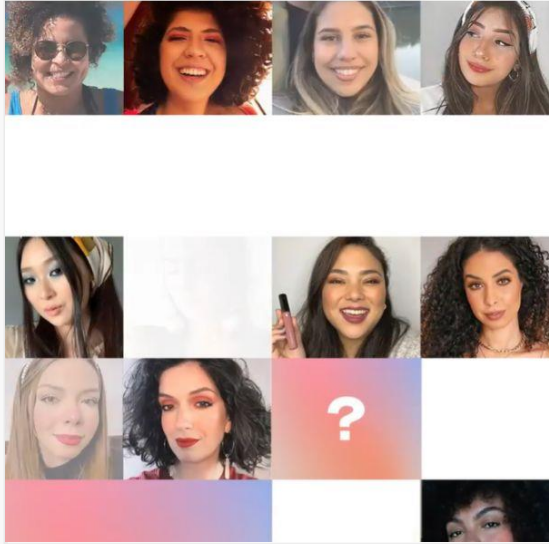


Patreon is a subscription-based content platform

Influencers are now creating semi-private communities of people with similar values and interests, through paid subscriptions or co-optations, improving interactions and engagement

Makeup brands have an opportunity to convert these close-knit, smaller – but dedicated – audiences into loyal customers by tapping into their engagement

The new influence model is based on knowledge exchange



Quem Disse, Berenice?'s Telegram collaborative groups



Dr. Barbara Sturm and her team organize discussions on ClubHouse

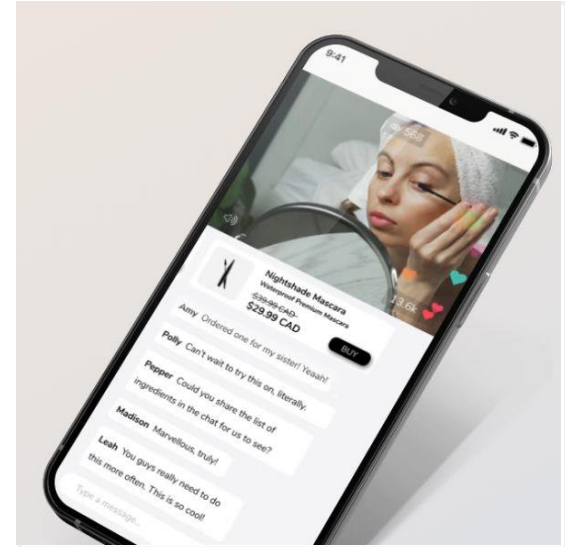
More than selling products, a new model of influence encourages dialogue and knowledge exchange.

By listening and interacting to intimate and engaged communities, brands will get more qualitative insights on their customers – informing and improving targeting strategies.

From budget to prestige, trust will boost social commerce

Accelerate frictionless online journeys from social media browsing to shopping with social commerce – an approach already mainstreaming in China.

Live stream shopping opens new ways of acquiring and retaining smaller, more engaged communities of customers that bond on trust.



LiveScale is a live stream ecommerce platform used by premium brands

IN FIVE YEARS AND BEYOND

Consumers will look to boundary-breaking products for freedom of use

Inclusivity paves the way for freedom of expression

Reinvigorate the celebratory and playful approach to makeup with total freedom of self-expression

Consumers want more freedom for self-expression

Younger consumers are keen to get creative with their makeup looks to reflect their identity and personality.

IN CHINA

82%

of female makeup users agree that applying makeup is a reflection of creativity

IN INDONESIA

41%

of women are interested in beauty products that allow them to express who they are

IN MEXICO

30%

of adults aged 25-34 are interested in beauty/grooming products that allow them to express who they are

Base: China: 2,826 female internet users aged 18-49 who have worn makeup in the last six months; Indonesia: 500 female internet users aged 18+; Mexico: 279 internet users aged 25-34

Source: KuRunData/Mintel; Dynata/Mintel; Offerwise/Mintel



Self-expression wins over perfection

47% of UK female adults who would like to see body diversity* in advertising want ads to show that there are different ways to be beautiful

Consumers want a flawless look that builds confidence without stigmatizing imperfections



Sara Carstens' makeup look embracing dark circles went viral

Inclusivity boosts launches that tap into freedom of expression



MAC x Harris Reed is the brand's first gender-fluid collection

79% of US BPC consumers would like to see people of all gender identities in beauty advertising

Gender-fluid makeup will allow for expressive looks for all, regardless of gender identities, and introduce even more freedom in makeup usage

Inclusivity will boost user creativity

Younger consumers desire products that allow them to express their unique identities – empowering them with the freedom to choose how to use makeup products to build their self-expressive looks

Brands can harness consumers' interest in multi-functional makeup by launching products that transcend traditional makeup categories, and offer consumers freedom to choose how to use them



O Boticário x Manu Gavassi gives the freedom to create your own look

Unstructured play generates innovation potential based on freedom of use



We'll be making transitional identity searches through makeup, using it to try out different roles and identities (...). Makeup will be about creative playtime with [our] face – and not just for women.



Yesim Kunter, Play expert and futurist

Brands that tap into a more unstructured approach to makeup usage will align with consumers' desire to play with color cosmetics to create bold, joyful and expressive looks

Existing categories face reinvention

Brands can introduce freedom of play by deconstructing categories and breaking the boundaries of existing clusters. Multi-functionality adds affordability to younger users.



Promoting self-expression

Byredo Color Stick is made to use freely on the eyes, cheeks, lips, face and body to encourage self-expression.



Free to doodle

Essence Let The Party Glow On! Eye & Body Liner can be used on the eyes or as a creative liner on the body.



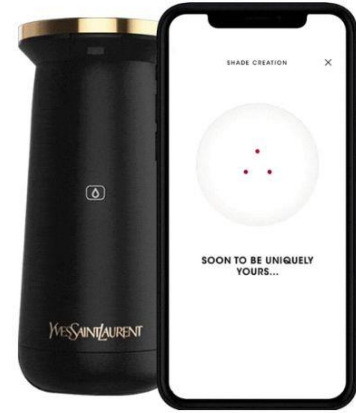
Encouraging creativity for all

TooD offers Brow Color Cream, which can be put all over the face and body. The brand encourages customers to be creative about how they use its products.

Play will be integrated into personalization strategies

Makeup brands have embraced gamification to capture a younger audience thriving on community and experience, especially during troubled times

Brands that translate this approach to makeup to offer a personalized at-home experience and tap into unstructured play with colors will resonate with consumers



Yves Saint Laurent Beauté Rouge Sur Mesure

THANK YOU

Sarah Jindal

Associate Director, Global Beauty

sjindal@mintel.com



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Society of Cosmetic
CHEMISTS