



Mintel

Global Beauty and Personal Care Trends 2030



There's too much
to take in.

And too little
you can trust.

You need an expert
to tell you what you
have to know.

You need Mintel.

Experts in what
consumers want
and why.

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Mintel's 2030 Global Beauty and Personal Care Trends, released in November 2019, were founded on expected developments of the world we knew a year ago.

Our analysts worked with an external panel of global experts and thought leaders from across industries – including beauty experts – to help navigate current cultural landscapes and identify their impact on the future. We examined Mintel's extensive library of consumer trend predictions and created a roadmap of trends that are still in play today to chart how we can build future scenarios. The result was two beauty and personal care spectrums, or scales, with which to explore if and how brands can adapt to the varying mindsets of beauty consumers.

But then the global COVID-19 pandemic altered life as we knew it and necessity accelerated the importance of these trend spectrums to 2025.

The impact of the crisis is vast, flipping the switch on routines, behaviours, and attitudes and raising the importance of long-term health – be it financial, physical, emotional, or environmental. We have conducted extensive global consumer research since the outbreak of COVID-19 to understand the immediate and lingering impact of resulting seismic shifts to beauty and grooming activities and general lifestyles.

The exploration of science versus nature in 'The Panorama of Humanity' trend spectrum takes on greater relevance; calls for a green recovery from the pandemic are amplifying and consumers are looking to brands to safeguard their health alongside that of the planet. Trust in science has increased, and we will see brands, empowered by this new acceptance, play with lab-grown ingredients, revolutionise functionality, and reduce environmental impact.

The 'Identity Traders' trend spectrum considers the toggle between connection and disconnection, challenging brands to create initiatives that are authentic and community-minded for those seeking their tribe. Social distancing measures have forced more people online to shop, communicate, and inform; digital habits created now will persist to form the backbone of the next normal, maximising the need for products and services that help consumers switch off.

Whatever the next normal becomes, Mintel is committed to delivering leading-edge predictions on future trends that will inspire your next big innovation.





The Panorama of Humanity

Consumers will explore the push-pull between nature and science; each must support the other to expand beauty consumption.

The spectrum: science and nature

SCIENCE

Expect to see:

Advances in software, hardware, apps, and augmented reality herald the Fourth Industrial Revolution and significantly change the way consumers choose, purchase, and interact with products.

The 'vegan' trend evolve into an understanding of biotechnology.

As lab-grown products continue to enter the market, consumers' comfort with biotechnology increase.

NATURE

Expect to see:

Consumers rely more on their instincts and knowledge and the role of the 'expert' come into question.

Trust come under fire with regard to the information being shared and the marketing tactics employed by brands.

Clean beauty evolve as consumers do more research than ever before when making product choices and brand transparency spans the product life cycle.



Forecast: what's mainstreaming on the 2030 beauty shelf?

In 2030, create products and services that:

FEATURE WASTE-FREE CLAIMS.

This will come about as waste streams enter the product development pipeline in response to sustainability.

ELEVATE ENGINEERED NATURAL INGREDIENTS. These will be wholly embraced by consumers who want both organic and sustainable production.

INTEGRATE THE INTERNET OF THINGS.

The ability to measure, monitor, and integrate data will change behaviour as these products fit seamlessly into consumers' lives.

'HACK' BIOLOGY. As the focus shifts from ageing to longevity, with emotional and mental health taking centrestage, new cosmetics will become essential for social survival.

Direct the future

LEAD WITH TRANSPARENCY.

In 2030, the clean beauty industry will just be the beauty industry. The focus will be on transparency and an eco-ethical mission rather than fear marketing.

BUILD TRUST WITH SMART TECH, EXPERTS, AND INSTINCT.

Use emotion-driven tech as a new way to measure potential success of a product and navigate pricing before it launches.

FOLLOW THE EARLY ADOPTERS: GAMING AND HEALTHCARE.

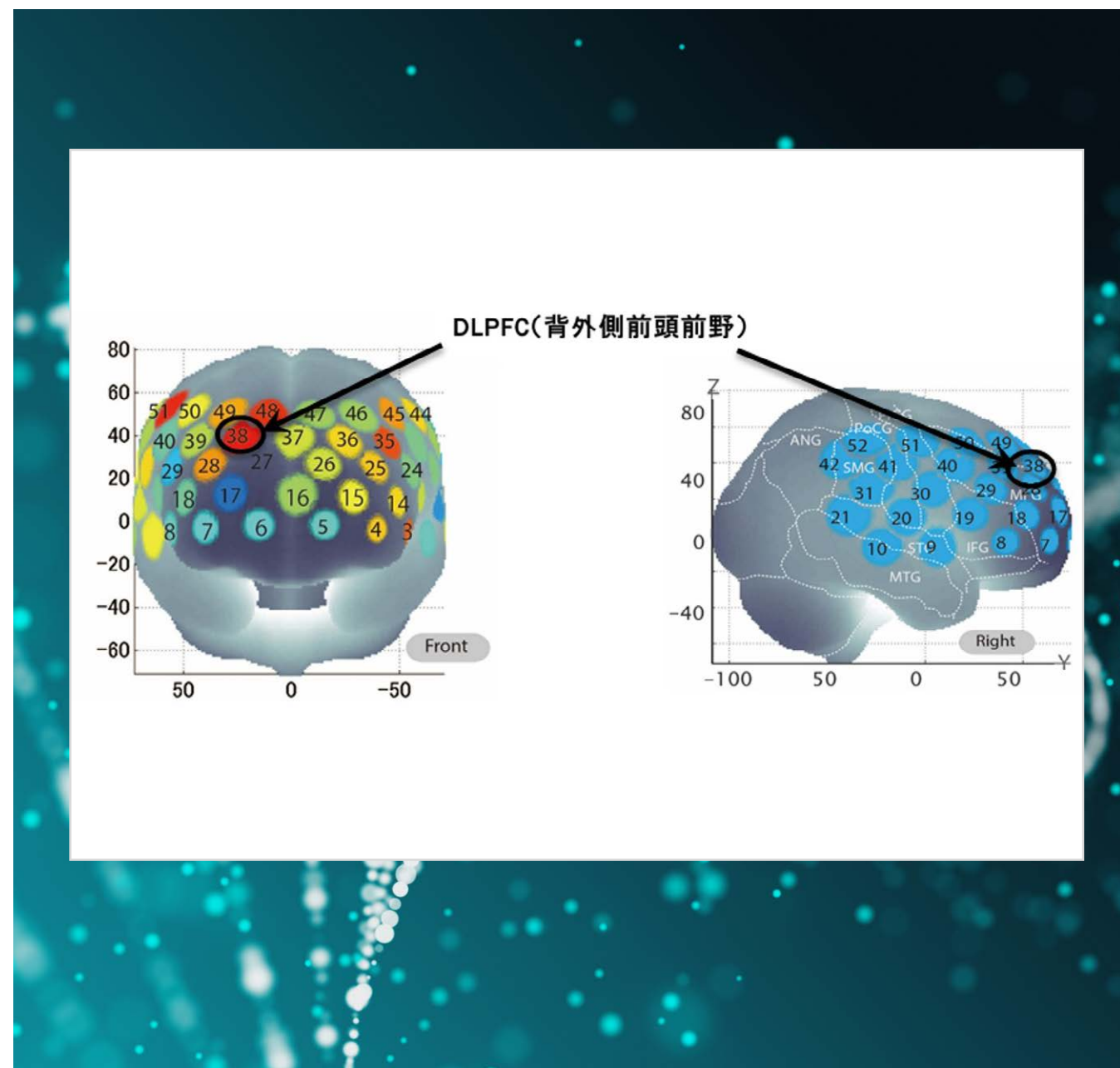
Facial expression is no longer enough to analyse emotions; brain-reading technology can detect changes in emotional states and how this influences decision making.

Harness emotion-based tech to predict success

Neuromarketing will give brands new ways to measure potential success before a product hits the market. Brain-reading technology can detect changes in emotional states and capture non-conscious aspects of someone's decision-making. With this new pool of data to draw from, businesses can feel confident of the marketability and success of new launches, including pricing.

EARLY SIGNALS

Shiseido has discovered that functional near-infrared spectroscopy (fNIRS) can measure the cerebral flow of blood response in the dorsolateral prefrontal cortex (DLPFC) during a single-use product application to indicate willingness to pay for the product.



Japan-based Shiseido has discovered that, during single-use product application, dorsolateral prefrontal cortex (DLPFC) activity correlates with the willingness to pay for the product in some people.

Source: shiseidogroup.com

Secure the first-mover advantage

As consumers look to both nature and technology to 'hack' their biology in 2030, approaches to age management will evolve. The ageing global population will create new standards of what it means to age, and the conversation will shift from ageing to longevity, moving beyond outward appearance to emotional and mental health. As life expectancy improves, growth in the beauty industry will be accelerated and cosmetics will become an essential item for social survival.

Why you must act today

THE PATH TO SUCCESS ISN'T EASY.

Success is achieved by offering information, providing the full story, and avoiding misunderstanding. This is essential for expanding consumer understanding of biotechnology and facilitating the dramatic shift in conversation around ageing.

MISTRUST IS FUELLED BY MISUNDERSTANDING.

Mistrust of 'clean' and 'green' labels will see consumers scrutinise ingredient lists and question product efficacy. Trust comes into play in a big way for consumers looking to science for answers, as well as those who choose to go with their gut.

DATA IS A GAME CHANGER.

Biometrics offers an innovative way for companies to interact more personally with consumers by providing valuable customisations. But brands must be prepared for backlash if consumers feel their data is being used inappropriately.

Every brand can profit from change wherever they play on the trend curve.

Inspiration from innovation front runners

1

TEAM UP WITH TECH BUSINESSES

French company Spinali Design has created swimsuits with an integrated UV sensor that pairs with the wearer's smartphone. Taking into account the user's skin tone, it sends alerts when UV levels are high or more sunscreen is needed.

2

SIMPLIFY WASTE-FREE LIFESTYLES

UpCircle Beauty is skincare that uses leftover natural ingredients to formulate products. Coffee grounds and brewed tea are just a couple of examples of repurposed waste used to make cleansers, scrubs, and soaps.

3

LAB-GROWN IS THE NEXT-LEVEL 'ORGANIC'

Aderans and Japanese biomaterial company Spiber will develop artificial hair made of 100% protein. It can be permed and coloured and won't easily break.



1



2



3



Identity Traders

While toggling between connection and disconnection, consumers will seek out their tribe, with beauty and personal care brands serving as a facilitator.

The spectrum: connection and disconnection

CONNECTION

Expect to see:

With the help of 5G and mixed-reality technologies, the world become smaller.

Remote-control services bring access to the geographically disconnected, and village commerce open up once unreachable markets.

More consumers 'switch off' and strive to find real world connections.



DISCONNECTION

Expect to see:

Consumers lose the ability to relate to one another on a human level due to digital connections.

Access to floods of information have detrimental effects, bringing into question the concept of authenticity.

Consumers pick and choose elements of cult cultures rather than completely 'following the leader'.

Forecast: what's mainstreaming on the 2030 beauty shelf?

In 2030, create products and services that:

TAKE ADVANTAGE OF BIOMETRIC DATA.
Use data to assess consumers' preferences and rely more on psychographics to develop a better understanding of customers.

LEVERAGE SPACE-FARMED INGREDIENTS.
Beauty products that draw ideas from space conditions, such as microgravity, and offer a new approach to beauty claims.

SIMPLIFY SKINCARE.

Slow beauty will take over with thoughtfully-crafted products that encourage consumers to pare back routines.

OVERCOME GEOGRAPHICAL LIMITATIONS.

Create an expansive outreach across cities, towns and communities.

Direct the future

INSPIRE FIERCE LOYALTY.

It will become the norm for brands to offer customers not simply a product, but a lifestyle, as well as connect them with the people, places, and things that inspire them. Even going so far as to study behaviour outside of beauty usage scenarios.

EXPLORE REMOTE SERVICES.

As remote surgery becomes more commonplace and the time and distance required for treatments are shortened, access to techniques and tweakments will extend far beyond major metropolises, including self-administered beauty and aesthetic treatments.

REACH THE UNREACHABLE CHANNELS.

Village-based commerce will transform supply for emerging markets. The industry needs to be ready to enhance logistics to bring products to consumers faster and meet the demands of those not living in conventional locations.

Decipher cult cultures to understand who your customer wants to be

Consumers want to align with lifestyle brands based on their interests, but they don't want to lose their identity in the process. They want the flexibility to pick and choose what works for them, defining their own individual 'cult culture'. Successful lifestyle brands don't just compile demographic data into a user persona and churn out content, they dissect every aspect of their audience until they know what makes them tick.

Fluff Casual Cosmetics is a lifestyle brand targeted at the Gen Z consumer, offering a limited mix of hyper-relevant products. Source: itsallfluff.com

EARLY SIGNALS

Fluff Casual Cosmetics is a lifestyle brand targeted at Generation Z, with a limited mix of 'hyper-relevant' products to illustrate just how well the brand knows its consumer.



Secure the first-mover advantage

As geographical limitations are overcome, look to space for next-generation products. Virgin Galactic's Astronaut Lounge in the New Mexico desert has flights scheduled to depart as early as 2020. The broadening of travel horizons will bring advances in technology that will be leveraged across other industries and generate desire for products that support space performance.

Virgin Galactic opened the first-of-its-kind Astronaut Lounge in New Mexico. Source: virgingalactic.com



Why you must act today

KEEP IT SIMPLE.

The act of simplifying will evolve to encompass all aspects of beauty and personal care products, not just the ingredient list. Product mix, access to information, and supply chain will all pare back in order to meet the demands of an informed consumer.

ONLINE COMMUNICATIONS FRACTURE.

Social media created a follow-the-leader mentality, but consumers are breaking out of this behaviour, tired of being 'sold to' by brands and through influencers. Responsibility will return to the brand to control what it showcases, and ensure ease of purchase from online interfaces.

CONSUMERS SCALE BACK.

Fast beauty and fast fashion have led to over-purchasing and clutter. Consumers are moving to a more minimal approach, making investments in high-quality, high-performing products. This will include reuse and upcycling wherever possible.

Every brand can profit from change wherever they play on the trend curve.

Inspiration from innovation front runners

1

LEVERAGE BIG DATA TO DRIVE NEW PRODUCT DEVELOPMENT

Monthly fragrance subscription company Scentbird analysed its top-selling fragrances for both sexes and discovered an overlap of 13 specific notes. It used this to formulate four unisex fragrances.

2

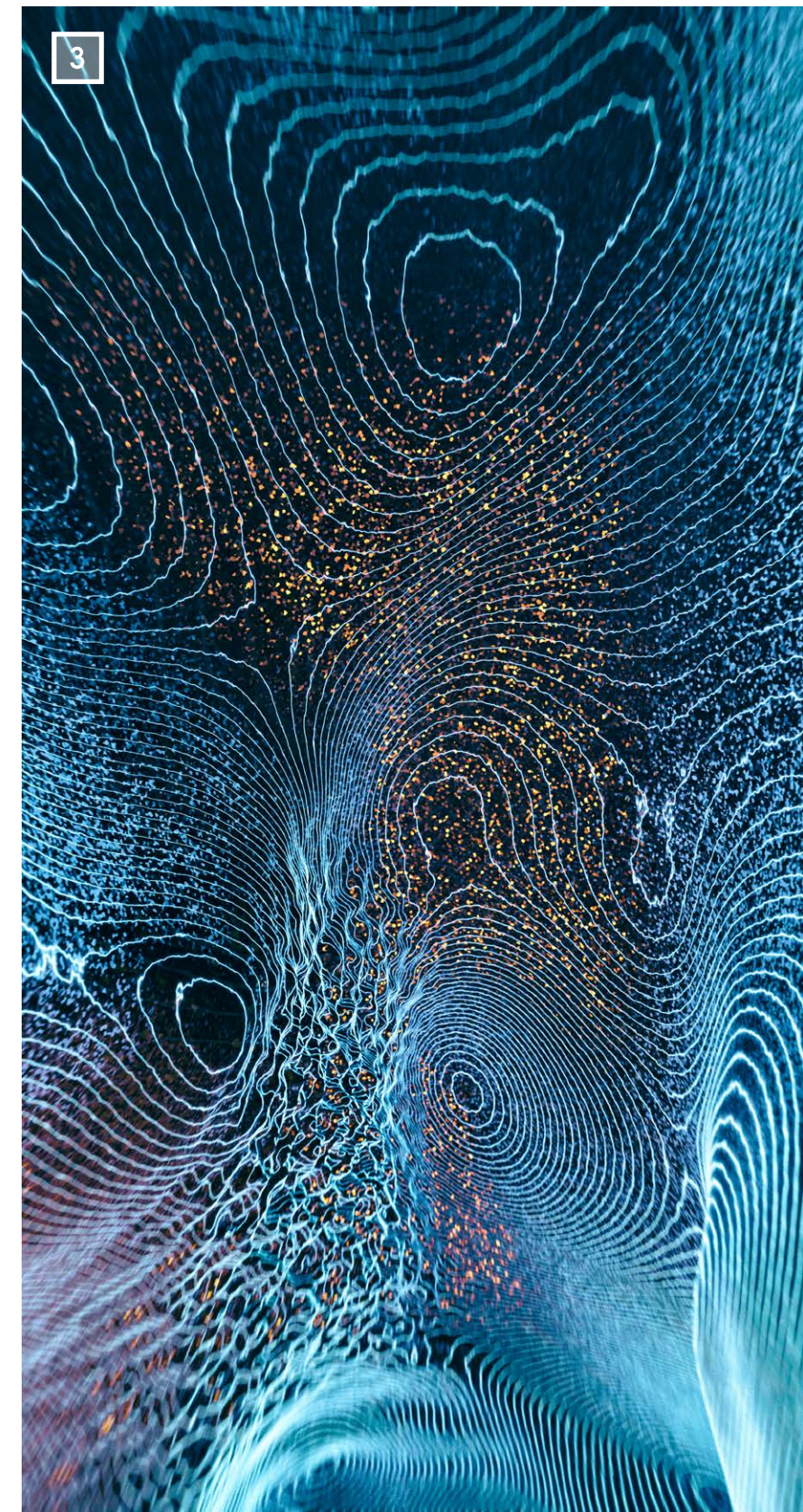
TARGET THIRD PLACES FOR BRAND MARKETING

Beauty brands with a lifestyle affinity can create community, stimulating human conversation, support, and interaction. In IKEA's Life at Home Report 2018, three in 10 respondents said, three in 10 respondents say they felt more at home in places other than their home; the percentage is higher for city dwellers.

3

MOVE BEYOND DEMOGRAPHICS

Trends and behaviours transcend traditional demographics. Expect partnerships with philosophers to manage the ethical use of data, especially as a backlash around using deep personal data to craft campaigns and strategies is on the horizon.



What now?

While thorough, the research and expertise shared here is not exhaustive. Just enough to make you ask, 'What now?'

If you're a Mintel client, log in to your account for the full insight and analysis on our 2030 Global Beauty and Personal Care Trends, including what the c-suite must consider when thinking strategically about the next decade.

If you're not a Mintel client, and you have questions or would like to discuss the trends further, please visit [mintel.com](https://www.mintel.com) and get in touch to be a part of the future of beauty and personal care.

We'd love to hear from you.

[mintel.com](https://www.mintel.com)



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