

Personalisation in Beauty: The Next Frontier

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CONTEXTUALISING PERSONALISATION

Demand for higher quality over quantity drives personalised beauty

From mass customisation to hyper personalisation

All consumers types are inclined towards personalised beauty

Personalisation caters Undaunted Strivers and digital beauty consumers

Digitalisation and technological advances support rise of personalisation

KEY DRIVERS AND DEMAND FACTORS

Personalisation caters “new normal” consumption shifts and priorities

Personalisation addresses consumer diversity and sustainability pursuits

Consumers demand safe, transparent and high-efficacy beauty...

... and are willing to pay for personalisation and its premium features

Personalised beauty offers at-home wellness and experiences

Beauty consumers increasingly adopt AI and new technologies

INDUSTRY RESPONSE

Brands' personalisation offers cover a large spectrum

Nomige delivers targeted skin care based on genetics and environmental factors

Atolla delivers increasingly targeted products through skin monitoring

Function of Beauty offers accessible and inclusive personalised beauty

L'Oréal's Rouge sur Mesure beauty device offers experience and inclusivity

L'Occitane provides safety and efficacy through ingredient control

Demand for at-home DIY should boost consultation-based customization

Geologie subscription makes men's skincare convenient and straightforward

For Kiehl's, AI-driven personalisation is a facilitator for transparency

EVOLUTION OF PERSONALISATION

Five criteria shaping the evolution of personalisation

Credibility and efficacy-driven beauty go hand in hand

Scalability will be defined by product price versus efficacy trade-off

Holistic approach to personalised beauty taps into preventative health...

... while exploring integrated skin/gut health personalisation

Biohacking: high-tech and targeted shortcuts to hyper personalisation

Beauty biohacking based on DNA

Towards a phygital future

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Key findings

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