



Voice of the Industry: Beauty and Personal Care Key Highlights

March 2024

INTRODUCTION

Voice of the Industry: Beauty and Personal Care

Key findings

TECHNOLOGY

Technological developments in beauty span a wide range, from AI to blockchain to VR

The beauty industry expects artificial intelligence to play significant role in the next five years

Greater consumer reliance on diagnostics presents opportunities in beauty generative AI

Beauty brands using technologies to tailor solutions and personalise offerings gain an edge

INGREDIENT-LED BEAUTY

Consumers' quest to control health outcomes supports ingredient-led innovations in beauty

Formulations and ingredients lead as top launches among beauty industry respondents

Opportunities present in formulations beyond basic functionality, such as hero ingredients

Biotechnology will be at the forefront of making beauty ingredient sourcing more sustainable

COMPETITIVE LANDSCAPE

Further e-commerce growth expected on the back of overall optimism in the beauty industry

Beauty and personal care industry is still grappling with inflation, despite moderating rates

The beauty industry holds high future expectations for sustainability and social impact

Online marketplaces and retail e-commerce emerge as top two channels to gain share

SYSTEM OVERVIEW

Respondent demographics

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