Ingredient-Led Beauty

September 2023

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INGREDIENT-LED BEAUTY

Scope

Key findings

STATE OF PLAY
Ingredient-led beauty is propelled by consumers’ quest to control their health outcomes
Underlying consumer and megatrend drivers underpin the rise of ingredient-led beauty

STATE OF PLAY
Natural claims in beauty rise along with consumer demand for ingredient specificity
Ingredient-led beauty will continue to influence beauty and personal care in 2023 and beyond
End-product value opportunity is greatest in skin care and hair care

THE INGREDIENT-LED BEAUTY CONSUMER
Female consumers more ingredient-conscious than males, but males’ awareness growing
Ingredient consciousness is growing among all generations, but especially Generation X
Ingredient features are associated with premium beauty and greater willingness to pay more
Extensive beauty users cite higher skin and hair concerns; knowledge gaps still exist
The link between ingredients and digital platforms occurs early in the consumer journey
Consumers leverage beauty apps and influencers to gain knowledge about ingredients

TOP TRENDS SHAPING INGREDIENT-LED BEAUTY
How ingredient-led beauty is manifesting in top beauty and personal care trends
Private label is emerging as a clear winner to balance efficacy and affordability
The expansion and blurring of wellness spaces are anchored by well-known ingredients
Concerns surrounding women’s wellness create opportunities for existing ingredients
Neuroactive ingredients reinforce the "From Function to Emotion" beauty trend

INTERNATIONAL BEAUTY CONCEPTS
Exotic and innovative ingredients are influential properties in international beauty concepts
K-beauty: Plant extract and scientific formulas to maximise effects
C-beauty brands focus on developing patented ingredients to impress consumers
Ayurvedic beauty has gained popularity as consumers seek holistic wellness-orientated solutions
A-beauty has evolved into cutting-edge eco-friendly beauty concepts on ingredients
Halal beauty and J-beauty

INGREDIENT-LED INNOVATION CONCEPTS
Aqua/water top volume sizes, but zinc oxide and hyaluronic acid record high growth in 2022
Future growth expected in peptides and collagen, but also probiotics in skin care, bath and shower
Skinification trend extends ingredients’ impact from facial care to other categories
Active ingredients are prominent in skin care, but are climbing to the top in hair care
Hair skinification continues through launches of hyaluronic acid and salicylic acid
Skinification boosts demand for SPF moisturisers, hybrid facial make-up, and mineral filters
Mass brands show hero ingredients in fun, colourful collections that highlight natural sources
Premium brands’ emphasis on clean, sustainable ingredients remains central to higher pricing
Super-premium brands invest decades of ingredient research and have high-end packaging

FUTURE OPPORTUNITIES AND CHALLENGES
Sustainability will influence the next wave of ingredients and formulation methods
Microbiome care to grow as consumers quest for holistic wellness and ingredient transparency
AI, machine learning, quantum computing to revolutionise ingredients discoveries
Future demand shaped by appetite for aesthetic procedures, pollution, warming climate
Regulatory environment will place more pressure on ingredient transparency
Ingredient-led beauty: How to win

KEY FINDINGS

Key findings

INGREDIENT-LED BEAUTY

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