

BEAUTYSTREAMS

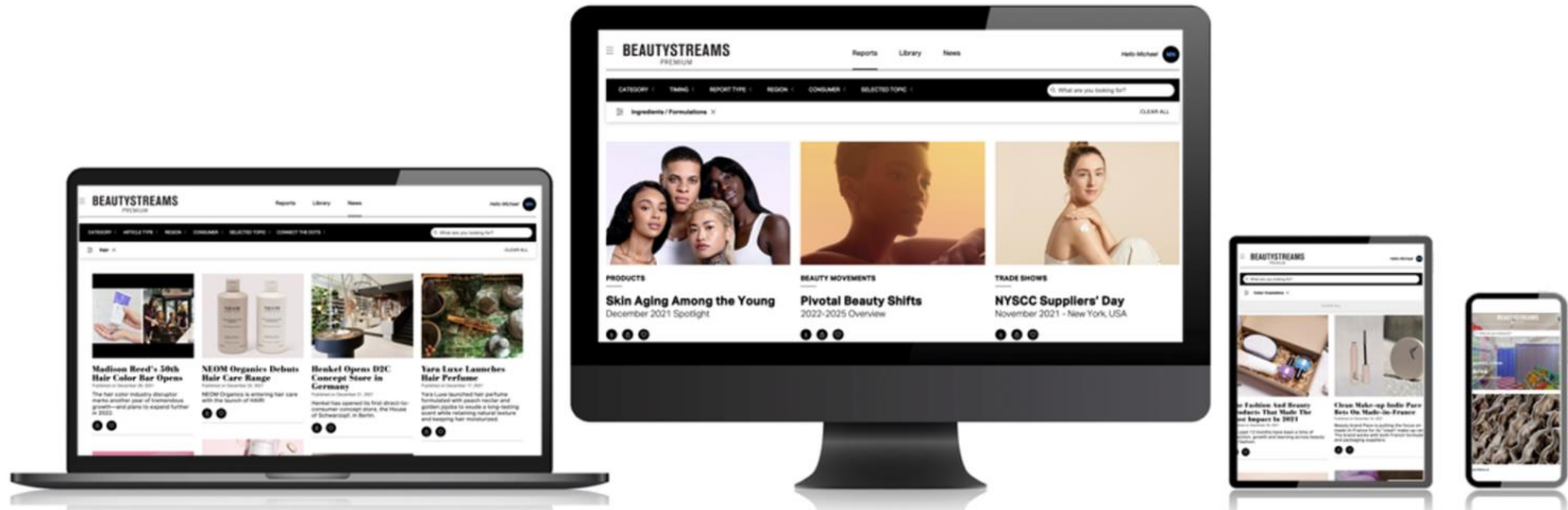


THE FUTURE OF
BEAUTY:TRENDS SET TO
TRANSFORM THE INDUSTRY

Webinar Cosmetica Italia:
December 5th, 2024

THE WORLD'S PREMIERE B2B BEAUTYSTREAMS PLATFORM

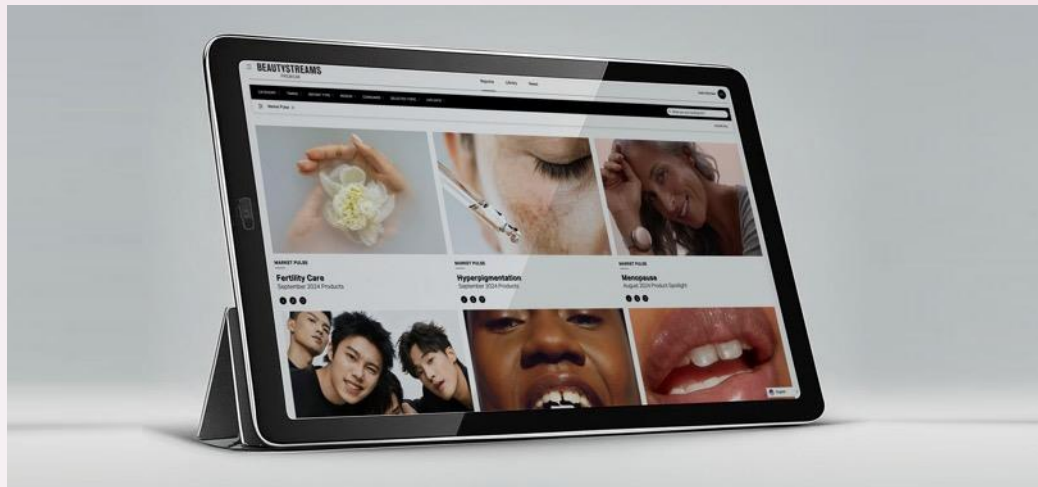
BEAUTYSTREAMS is the go-to platform for trend and market insights. Ever-evolving changes in society and consumer lifestyles strongly impact buying habits in the beauty sector. Companies that are well-informed and agile will stay ahead in today's challenging market. BEAUTYSTREAMS is an indispensable resource for strategy, product development, and marketing teams worldwide.



THE WORLD'S ONLY B2B BEAUTY TREND PLATFORM

BEAUTYSTREAMS PREMIUM

BEAUTYSTREAMS Premium gives you access to strategic, daily industry insights. The intuitive, subscription-based platform also includes an extensive Image Bank, Product & Ingredient Bank, and Social Media Bank, updated regularly.



BEAUTYSTREAMS BESPOKE

BEAUTYSTREAMS Bespoke consulting offers proprietary solutions by leading beauty experts, specifically tailored to your company's needs.



THE BEAUTYSTREAMS TREND FUNNEL METHODOLOGY™

Our BEAUTYSTREAMS Trend Funnel Methodology™ links wide-ranging, societal, and consumer movements to current trends on the market today. We interpret trends into actionable product development innovation and marketing concepts.

BIG VIEW PLANNING

LONG-RANGE SOCIETAL & CONSUMER MOVEMENTS

5
YEARS OUTLOOK

PRODUCT CATEGORY FOCUS

BEAUTY INDUSTRY SHIFTS FOR PRODUCT DEVELOPMENT & INNOVATION

3
YEARS OUTLOOK

SEASONAL STORYTELLING

“LOOK & FEEL” CONCEPTS

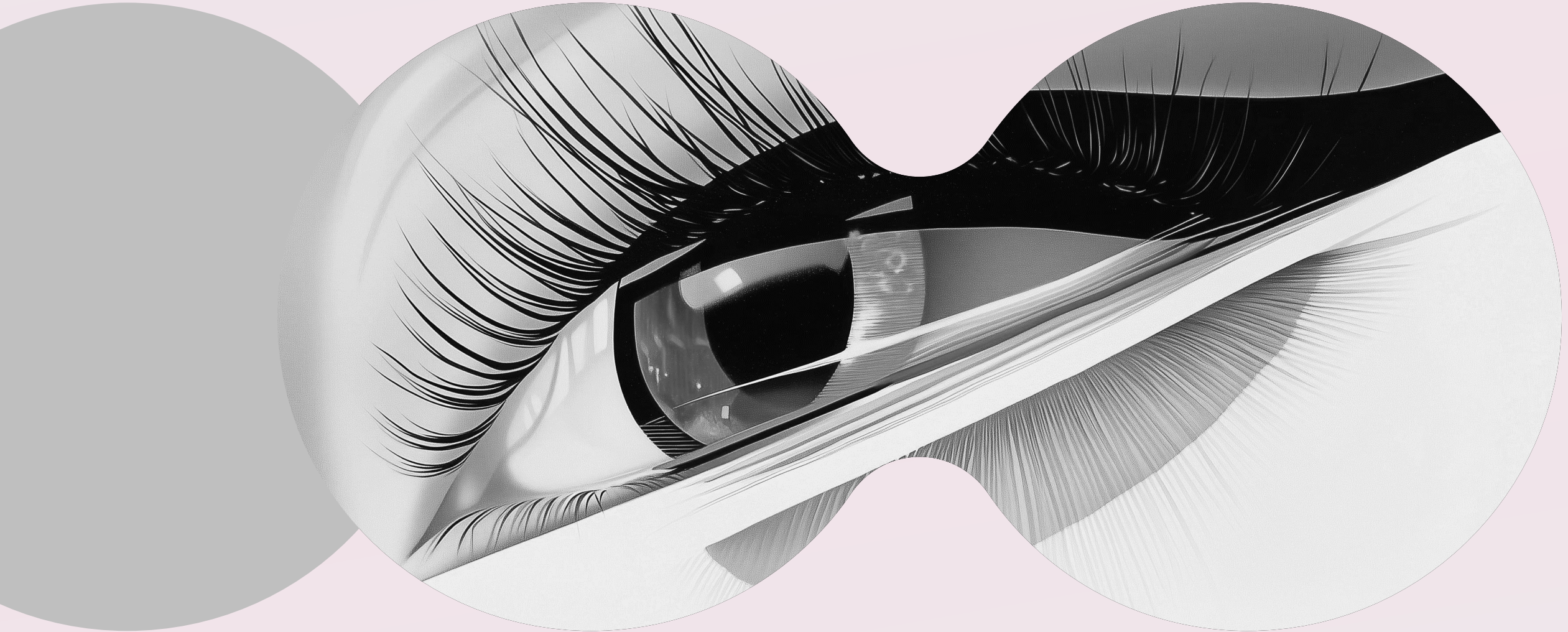
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YEARS OUTLOOK

MARKET UPDATES

DAILY INDUSTRY INSIGHTS

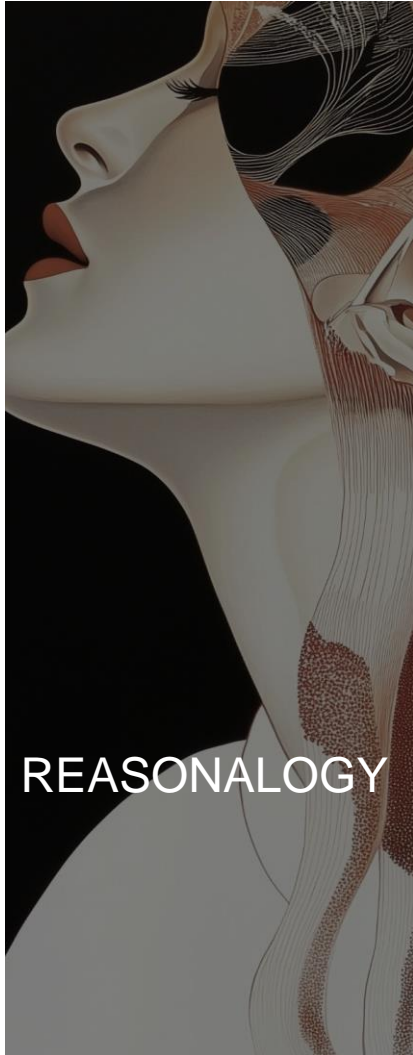
NOW

OVERVIEW – CROSS CATEGORY BEAUTY TRENDS: BEAUTY MOVEMENTS

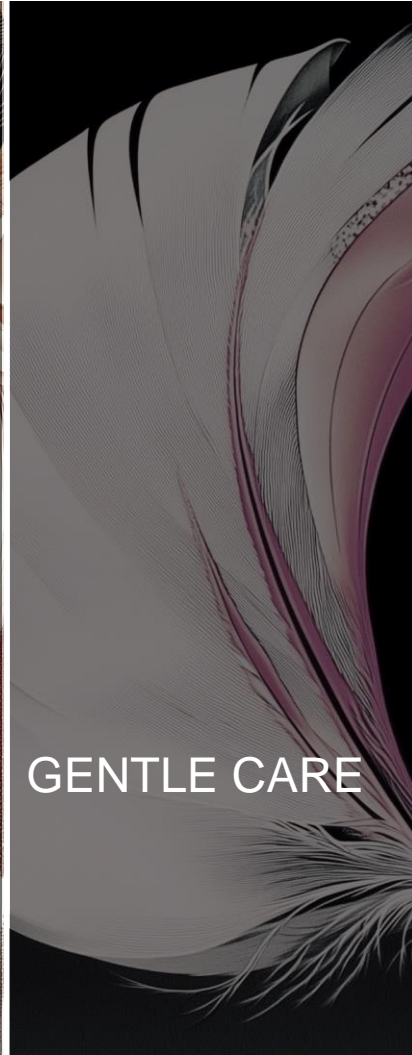


THE BEAUTY MOVEMENTS 2025-2028 OVERVIEW

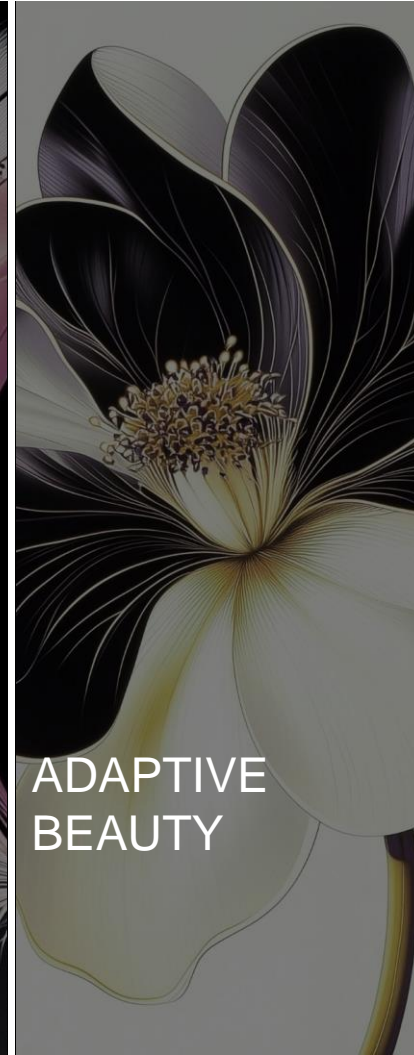
CROSS-CATEGORY BEAUTY TRENDS



REASONALOGY



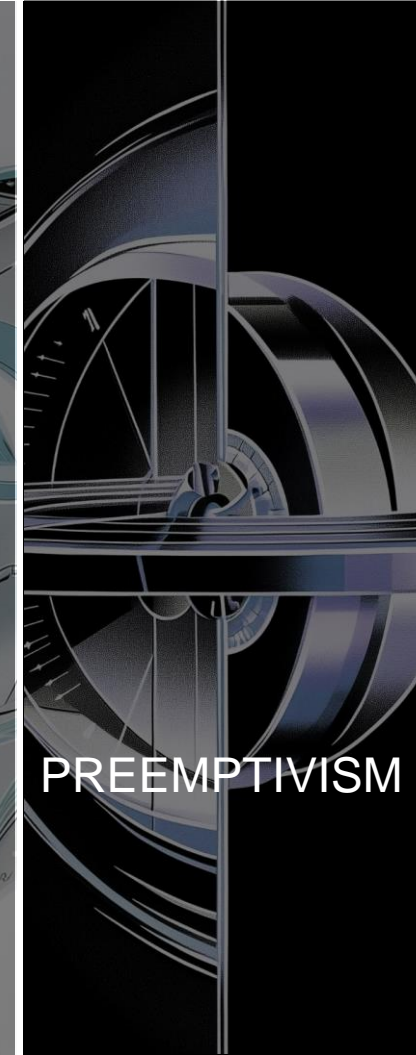
GENTLE CARE



ADAPTIVE
BEAUTY



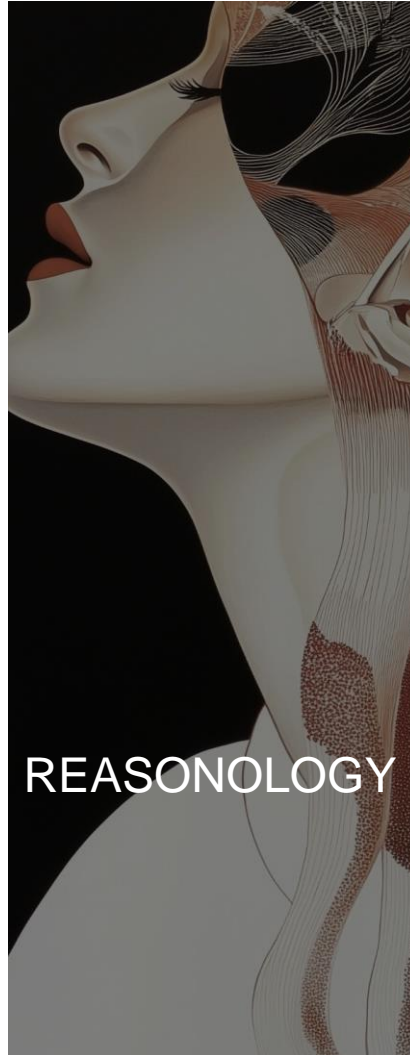
AEST-TECH



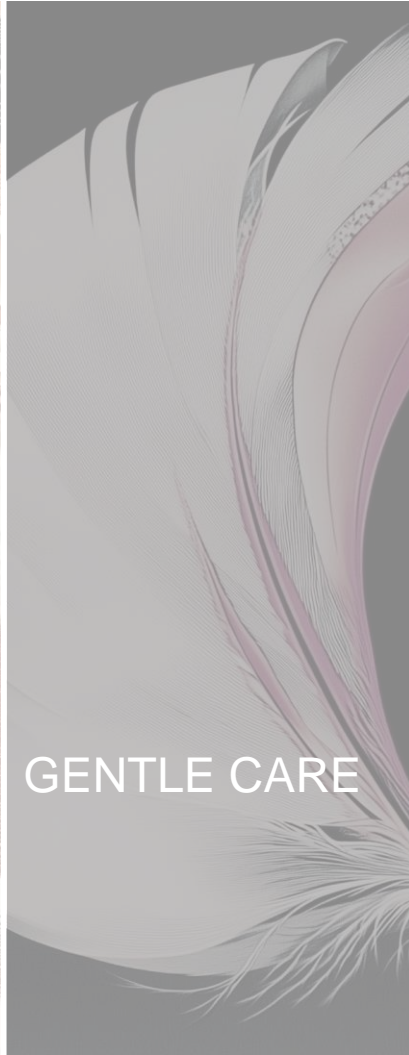
PREEMPTIVISM

THE BEAUTY MOVEMENTS 2025-2028 OVERVIEW

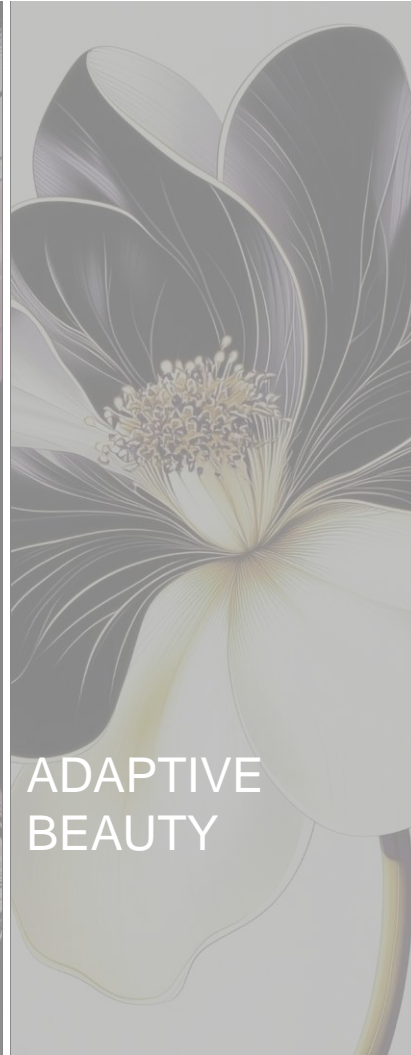
CROSS-CATEGORY BEAUTY TRENDS



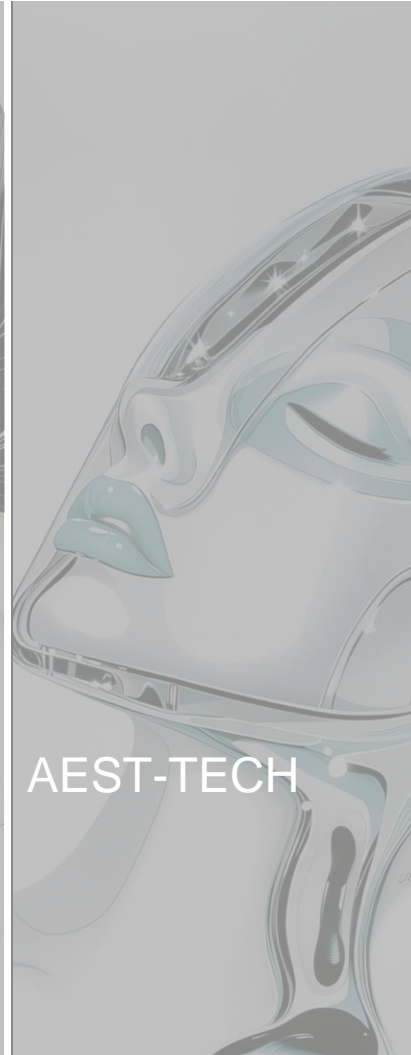
REASONOLOGY



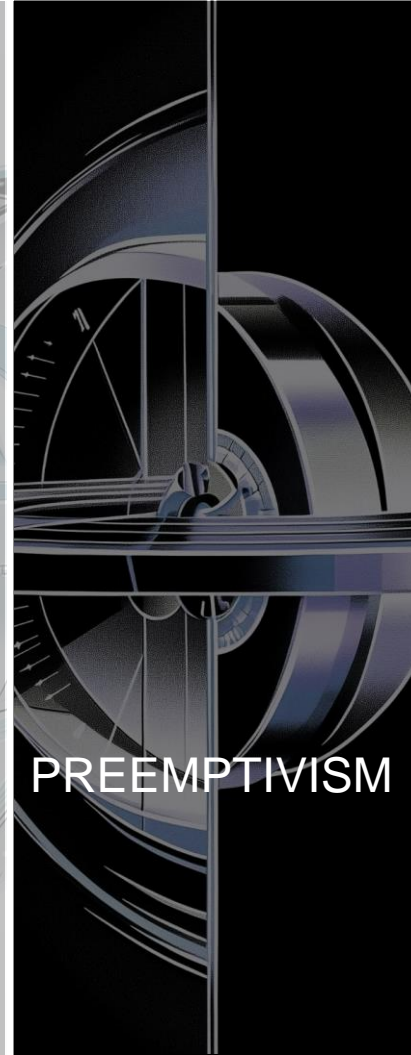
GENTLE CARE



ADAPTIVE
BEAUTY



AEST-TECH



PREEMPTIVISM

REASONOLOGY



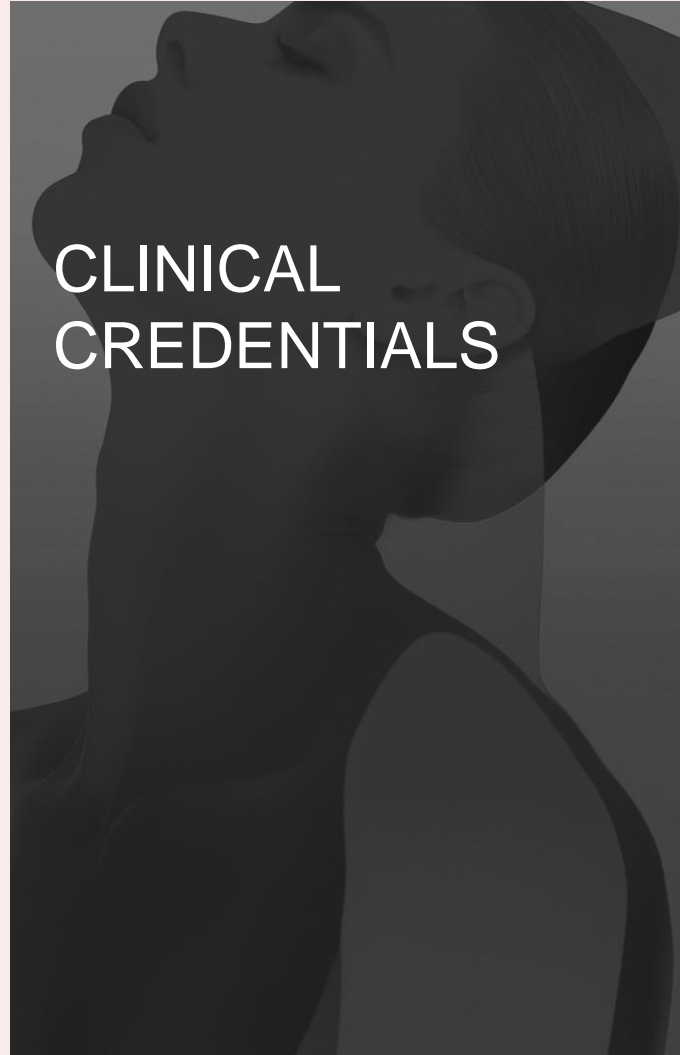
TIME FOR A COMMON-SENSE, BACK-TO-BASICS APPROACH TO BEAUTY



REASONOLOGY



REALISTIC
CLAIMS



CLINICAL
CREDENTIALS



OVERPRODUCTION
PROBLEM

REALISTIC CLAIMS:
TRANSPARENCY IS KEY



REALISTIC CLAIMS

The proposed European Green Claims Directive will “require companies to substantiate the voluntary green claims they make in business-to-consumer commercial practices, by complying with a number of requirements regarding their assessment.”

In January 2024 California’s Voluntary Carbon Market Disclosures Act – also known as an “anti-greenwashing law” – came into effect.

REALISTIC CLAIMS

TRANSPARENCY

⇒ transparency at every stage of the supply chain.

REALISTIC SUSTAINABILITY CLAIMS

⇒ Make Green Claims Part of Product Storytelling

STRESS-TEST PERFORMANCE CLAIMS

⇒ Employ Clear and Realistic Product Claims

**CLINICAL CREDENTIALS:
EXPERT CLINICAL AND
DOCTOR-BACKED CLAIMS**



CLINICAL CREDENTIALS

A 2023 Alibaba report on China's functional cosmetics, or "C-Derm" market found that the category is rising by 29% annually and was forecast to reach US \$8 billion in 2023.

McKinsey's Future of Wellness survey, published in January, found that 52% of US consumers looked for clinically proven efficacy when buying beauty products, versus 25% who sought out organic or natural claims.

CLINICAL CREDENTIALS

ACTIVE CENTRIC CLAIMS

- ⇒ Employ Clear and Realistic Product Claims

DOCTOR-BAKED CLAIMS

- ⇒ Product Collaborations with Doctors and Dermatologists

REALITY BEHIND SKIN CARE PRODUCTS

- ⇒ Transparency about exactly what products can achieve and the mechanisms behind a formula
- ⇒ Emphasize the sensorial, self-care aspects of applying skin care

OVERPRODUCTION PROBLEM: OFF-PRICE BEAUTY RETAIL



OVERPRODUCTION PROBLEM

Online beauty platform Boop Beauty reports that the global cosmetics industry produces 120 billion units of packaging each year, and that 10% of beauty products go to waste in brands' supply chains each year

Boop Beauty also reports that 6.2% of products in the beauty industry are discarded due to overproduction

OVERPRODUCTION PROBLEM

WASTELESS PRACTICES

- ⇒ Communicate Anti-Waste Initiatives
- ⇒ Use AI to Reduce Waste

REDUCE PRODUCTION

- ⇒ Collaborate With Third-Party Sellers to Offload Excess Stock
- ⇒ Production On-demand

OFF-PRICE & DISCOUNT

- ⇒ Introduce a “Last Chance” Section in Stores - reducing waste by rescuing millions of beauty products that would otherwise be destroyed each year

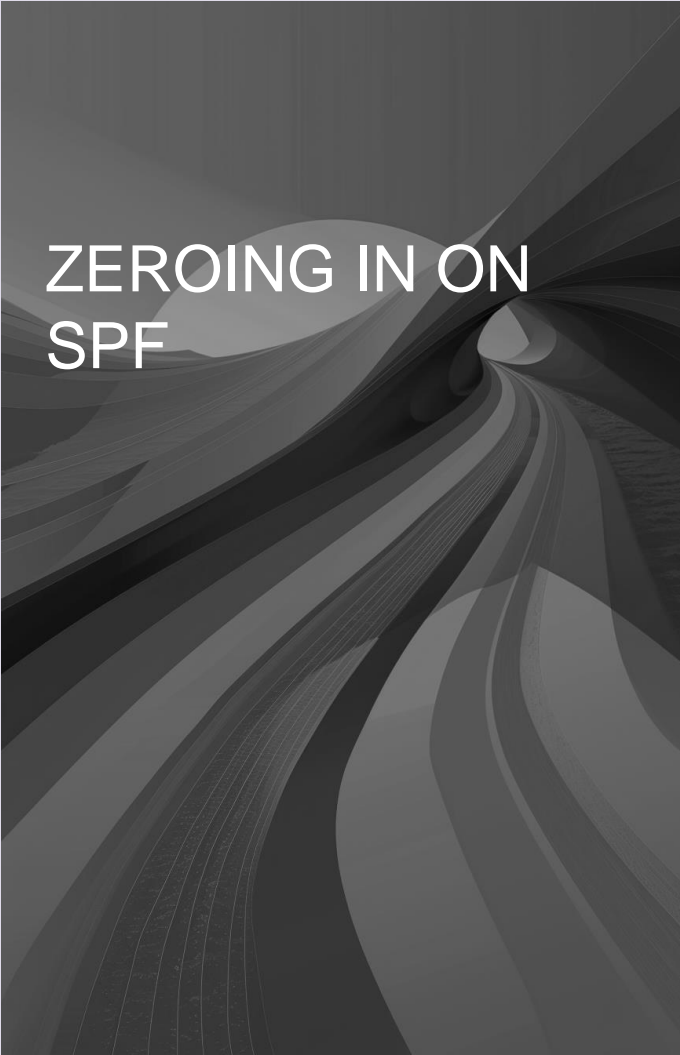
PREEMPTIVISM



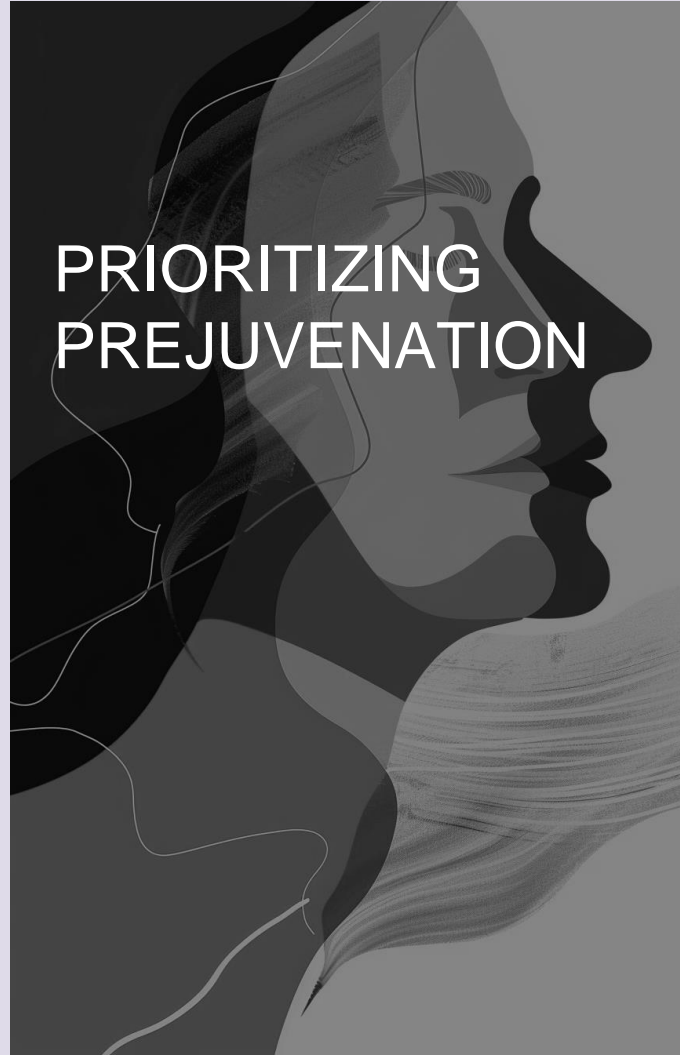
PRACTICING PREVENTION, RATHER THAN
REPAIR



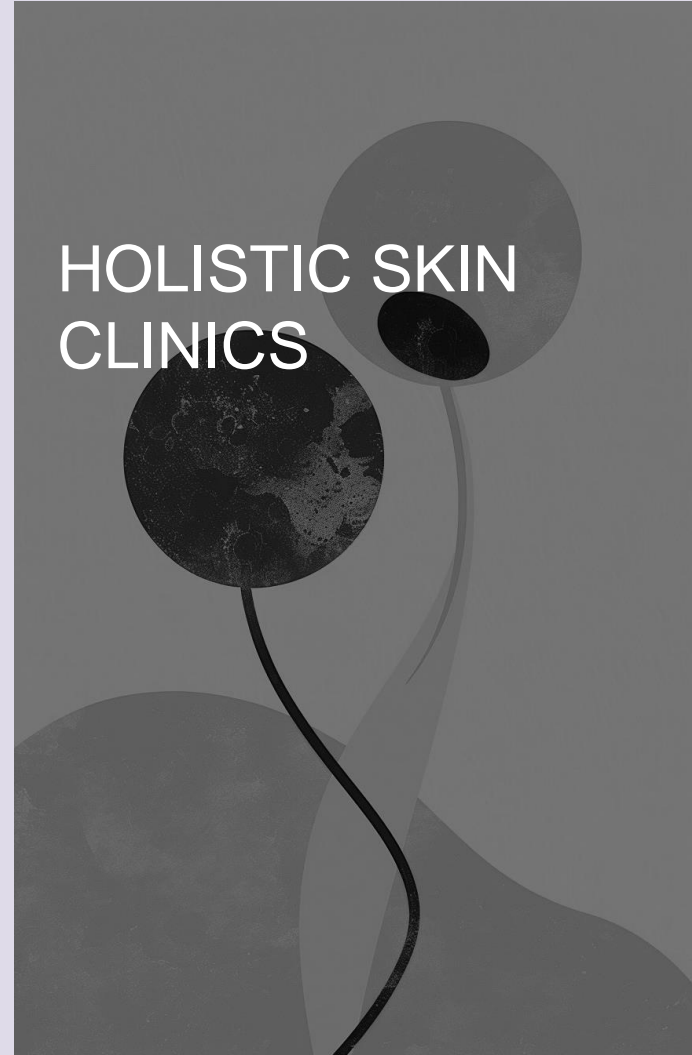
PREEMPTIVISM



ZEROING IN ON
SPF

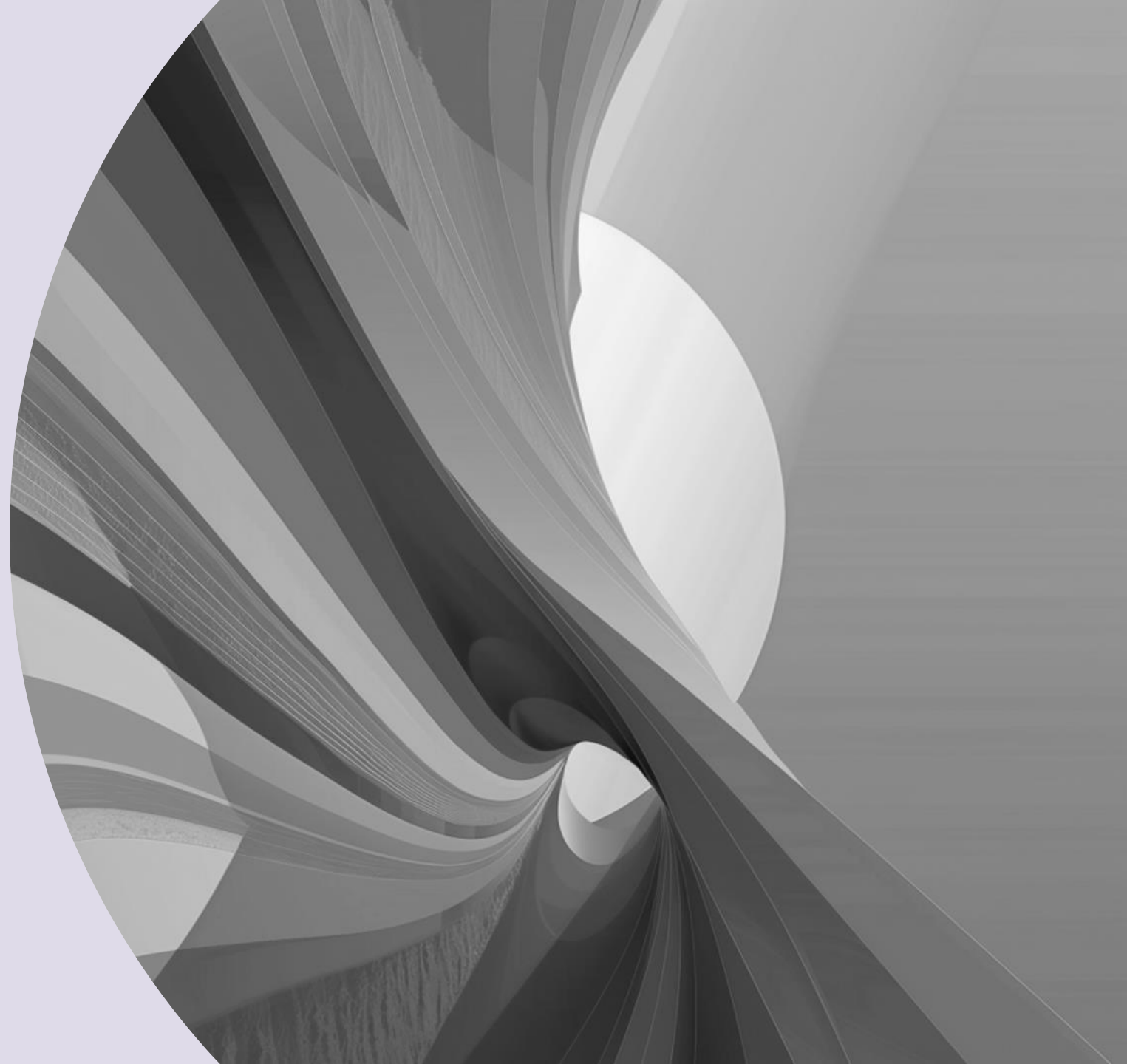


PRIORITIZING
PREJUVENATION



HOLISTIC SKIN
CLINICS

ZEROING IN ON SPF:
SUNSCREEN TO THE NEXT
LEVEL



ZEROING IN ON SPF

28% of Gen Z say getting a tan is more important to them than preventing skin cancer.

Circana reported that sales of prestige facial sunscreen grew 12% in dollars in Q1 2024 and 13% in units, indicating that more consumers are investing in preventative skin care.

ZEROING IN ON SPF

EDUCATE CONSUMERS

- ⇒ Brands should make SPF a key part of a skin care strategy for aging well.

INNOVATIVE FORMULATION

- ⇒ Fuse SPF and Skin Care Properties
- ⇒ shower gels that leave an SPF coating on skin, or self-tan without the undesirable scent.

EXPLORE NEW FORMATS

- ⇒ Ingestible SPF
- ⇒ Transformative packaging

PRIORITIZING PREJUVENATION: PREVENT SKIN AGING



PRIORITIZING PREJUVENATION

In 2022,
27% of patients
receiving Botox were
34 or younger,
compared with
21% in 2015.

The American Association of Plastic Surgeons noted that while patients aged 40 to 54 accounted for the largest number of patients getting Botox in 2023, “the procedure has been growing among those under 30. Many in Gen Z are starting preventative Botox, known by some as ‘Baby Botox,’ to stop wrinkles before they form.”

PRIORITIZING PREJUVENATION

INGREDIENTS THAT MIMIC AESTHETIC TREATMENTS

⇒ These could potentially provide topical products that (temporarily) offer injectables' effects..

EDUCATE YOUNGER CONSUMERS

⇒ the European Union ruled in 2024 that the use of retinol, retinyl acetate, and retinyl palmitate should be restricted to a maximum concentration of 0.05% in body lotion and 0.3% in other leave-on and rinse-off products

REDUCE AGE ANXIETY AMONG YOUNGER CONSUMERS

⇒ Not cause damage in young skin, and at the same time not create a sense of shame around the signs of aging

HOLISTIC SKIN CLINICS
PREDICT & TREAT SKIN &
BODY'S NEEDS



HOLISTIC SKIN CLINICS

25% of Beautystreams' SPIRITUALISTS archetype consumers think a brand should address holistic health and well-being, and 31% prefer products that contribute to their health and well-being.

The Wall Street Journal reports that venture-capital investment in longevity clinics more than doubled between 2021 and 2022, from US \$27 million to US \$57 million globally.

HOLISTIC SKIN CLINICS

SCIENCE & TRADITION

⇒ Facials could combine scientifically backed results with alternative therapies' well-being effects.

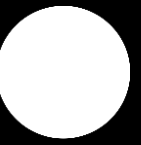
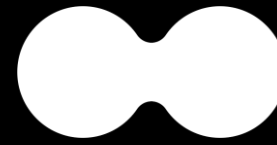
NEW DELIVERY FORMATS

⇒ Collaborations between Beauty and Food industries

SKIN-GUT CONNECTION

⇒ As research continues to link the skin and the gut microbiome, beauty supplements and foods that enhance the microbiome will be a key area to watch.

BEAUTYSTREAMS



Thank you!

FOR MORE INFORMATION SEND AN EMAIL TO:

CHIARA@BEAUTYSTREAMS.COM

FOR MORE EXPERT INSIGHTS AND TRENDS
IN THE BEAUTY SECTOR, VISIT:

WWW.BEAUTYSTREAMS.COM



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Trend Tour!**



**Check out our
Company
Introduction**