

2018 GLOBAL BEAUTY & PERSONAL CARE TRENDS

A snapshot of the four major trends set to impact the global beauty and personal care industry next year and into the future.



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2018 Trends



**Playing
Mother Nature**



**Campaign
Capital**



**My Beauty,
My Rules**



**Private
Eye**



PLAYING MOTHER NATURE

The concept of natural beauty ingredients must expand in an ever-changing world, encompassing local approaches as well as technology developments.

WHY IS IT IMPORTANT: GLOBAL

More people seek beauty products that are derived from nature.

IN THE UK

50%

of consumers who bought beauty products in the last 12 months looked for products made with natural ingredients

IN THE US

31%

Of consumers using facial skincare purchased products that use natural ingredients; this increases to 49% for 18-34-year-olds

IN CHINA

45%

Of female consumers using facial skincare plan to use products made from natural ingredients or herbs to improve their skin

Source: UK & US: Lightspeed/Mintel; China: KuRunData/Mintel

Base: 1,622 UK internet users aged 16+ who have purchased beauty products in the last 12 months; 1,747 internet users aged 18+ who use facial skincare products; 1,350 Chinese women who used facial skincare products in China

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Why consumers will buy into this

- Naturals are on the rise
- Consumers are better informed
- Technology becomes increasingly commonplace
- Focus on local pride

WHAT'S NOW



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NATURALS ON THE RISE

Naturals are increasingly popular with consumers as they perceived as purer and safer.

Even large, multinational manufacturers are getting on board launching new natural, eco brands.

Unilever's ApotheCARE Essentials



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THE DARKSIDE OF GREEN

Humans create environmental impacts such as climate change and loss of biodiversity.

Every minute of the day, 28 hectares of forest are lost; 50% of the planet's natural habitats have been cleared for human use

Apps such as Detox Me helps consumers make cleaner, safer product choices.



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LOCAL ATTITUDES

The locavore concept is no longer isolated to niche, indie brands.

Large brands are working with local producers using local resources and minimizing environmental impact.

Nestlé in Mexico recently agreed to source 100% of its grains from the locale near its factory by 2022.



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BIOTECHNOLOGY BOOST

Formulators are marrying naturals with technology to increase efficacy and ensure safety and purity of ingredients and formulations.

Lu Ming Tang takes traditional tea ingredients and supersedes them with Bio-Remedy™ Trio-Complex creating a “high-definition de-pollutant”.



IT CAME FROM OUTERSPACE

The traditional Asian herb ginseng has been given a boost by beauty brand Maysu, using a special 'Space Ginseng Regeneration' technology to improve the natural ingredient.

The extreme environment of space speeds ageing so it mimicked these conditions and created a unique space ginseng seed yeast.



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WHAT'S NEXT



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THE AGRITECH WAVE

With land and resource limitations and ever-growing demand, agritech enables growers to maximize yields.

Whether using robotics and automation or biotechnology and gene-editing, agritech investments are on the rise.

Aeroponics and hydroponics can take place anywhere and don't require land or soil.



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FERMENTING THE FUTURE

Food companies are already exploring fermentation as a way to deal with ballooning **demand for natural** ingredients which are hard to come by. Rather than sourcing from nature, scientists are creating them in similar ways to brewing beer.

Modern Meadow is growing animal-free leather from cells for clothing and accessories. Startup **Perfect Day** is using fermentation to make milk without cows. And let's not forget about the meat-free **Impossible Burger**.



SAFE AND PURE

Genome editing technology exists and provides an inexpensive and easy way to remove allergens from a plant ensuring safety and boosting purity.

CRISPR has been used to modify fruits and vegetables to help them survive drought or even to ripen more slowly.

The prospect of allergy-free peanuts is on the horizon.



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SUSTAINABLE WASTE

Carbon dioxide emissions take centre stage in the climate change debate. Ways to reduce emissions transform into laws and legislation around the globe.

Polymer manufacturer Covestro has found a way to produce plastic packing from CO₂ emissions giving brands away to embrace new plastics that help manage climate change.



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TRANSPARENCY IS KEY

Educating consumers about the benefits of “biotech naturals” becomes essential. Safety, purity, enhanced efficacy are all areas consumers are concerned about when it comes to beauty. Joining forces with online influencers can help spread the message and garner trust.

The US FDA has approved funding for consumer education into agritech and its benefits.



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CAMPAIGN CAPITAL

Simply selling a great beauty product is no longer enough. Brands must have personality and purpose to win over consumers.

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WHY IS IT IMPORTANT: GLOBAL

Consumers are looking for brands and products which support their values

IN THE UK

37%

of consumers consider whether a product is tested on animals when shopping

IN THE US

59%

of US iGens and Millennials stop buying products from a brand/retailer if they believe they are unethical

IN CHINA

52%

of Mintropolitans* prefer buying ethical brands, even when other brands are more widely available

Source: UK & US: Lightspeed/Mintel; China: KuRunData/Mintel

*Base: 1,622 UK internet users aged 16+ who have purchased beauty products in the last 12 months; 1,747 internet users aged 18+ who use facial skincare products; 1,350 Chinese women who used facial skincare products in China; *Higher-educated, higher-income consumers who own a property and have an aspirational lifestyle*

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Why consumers will buy into this

- Consumers care about the values of their brands
- Consumers are more aware of current affairs and politics
- Millennials and Gen-Z dislike labels and don't want to be pigeon-holed

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BEAUTY WITH PURPOSE

Thrive Causemetics was born out of the friendship between the founder, Karissa Bodnar, and her best friend who lost her battle with cancer. After seeing cancer patients lose their natural eyelashes due to chemotherapy, Bodnar developed a 'clean beauty' line of false eyelashes and cosmetics.

For every product that is purchased, the company donates another to a woman who is going through cancer treatment.



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ONE BAD DEED OUTWEIGHS THE GOOD

Benefit's '*Skip class not concealer*' campaign angered consumers who believed it promoted the myth that being pretty is a priority over education.

Dove's Real Beauty bottles were well intentioned but were viewed by some as patronising and body-shaming, the opposite of what the company had intended.



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BEAUTY WITH CONSCIENCE

The Responsible Beauty Initiative is a collaborative programme formed by Clarins, Coty, Groupe Rocher and L'Oréal with EcoVadis, the supply chain sustainability ratings agency. The aim is to strengthen sustainability throughout the beauty supply chain.

The four companies will work together to share and increase their sustainable practices, and they are encouraging other beauty companies and suppliers to join them.

[Home](#)[About Us](#)[Organization](#)[News](#)[Contact us](#)

Responsible Beauty Initiative

The Cosmetic initiative for sustainable supply chain

[ABOUT US](#)[LEARN MORE](#)


The Mintel logo consists of the word "MINTEL" in a bold, white, sans-serif font, enclosed within a yellow speech bubble shape that has a small tail pointing towards the bottom right.

BEAUTY WITH A CORE ISSUE

The Body Shop is ramping up its campaign to completely ban animal testing for cosmetics. In mid-2017, The Body Shop inaugurated the Forever Against Animal Testing campaign and aims to amass 8 million signatures to present to the United Nations General Assembly in 2018.

The hashtag #ForeverAgainstAnimalTesting reports up to 400 posts per hour across social media.

Source: <https://www.thebodyshop.com/en-gb/about-us/against-animal-testing>




**FOREVER
AGAINST
ANIMAL
TESTING**

**BAN ANIMAL
TESTING**

SIGN THE PETITION NOW

THEBODYSHOP.COM/EN-CA/BANANIMALTESTING
#ForeverAgainstAnimalTesting

THE BODY SHOP.  **Cruelty Free
INTERNATIONAL**

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HELPING THE ENTREPRENEUR

Sephora's Accelerate programme promotes female entrepreneurs and aims to support a community of female beauty founders, with access to mentoring and funding.

WeWork has launched an entrepreneurial school for children. Seven 5-8 year olds are getting lessons in business from both employees and entrepreneur customers of WeWork.

Source: <https://www.sephorastands.com/accelerate/>;
<https://www.wework.com/blog/posts/wework-launching-school-to-grow-children%27s-minds-hearts-and-spirits>



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WHAT'S NEXT



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SHARE YOUR STANCE

Consumers are increasingly open with their opinions and what they stand for, and they **increasingly expect the same from the brands** they choose. Consumers want their brands to stand for something and align with them.

The beauty industry is expecting to see more **clarity from brands which are positioning** themselves and linking to a cause that relates to their stand.



FOCUS ON FOUNDERS

Beauty brands can focus more on the **personal touches** from their founders and employees, bringing the staff into focus as a human face and personality.

Deciem CEO Brandon Truaxe is taking over the brand's social media to personally respond to customers/followers.

Coty rebranded Sally Hansen, focusing on the real woman behind the brand, with the tagline 'self made beauty'.



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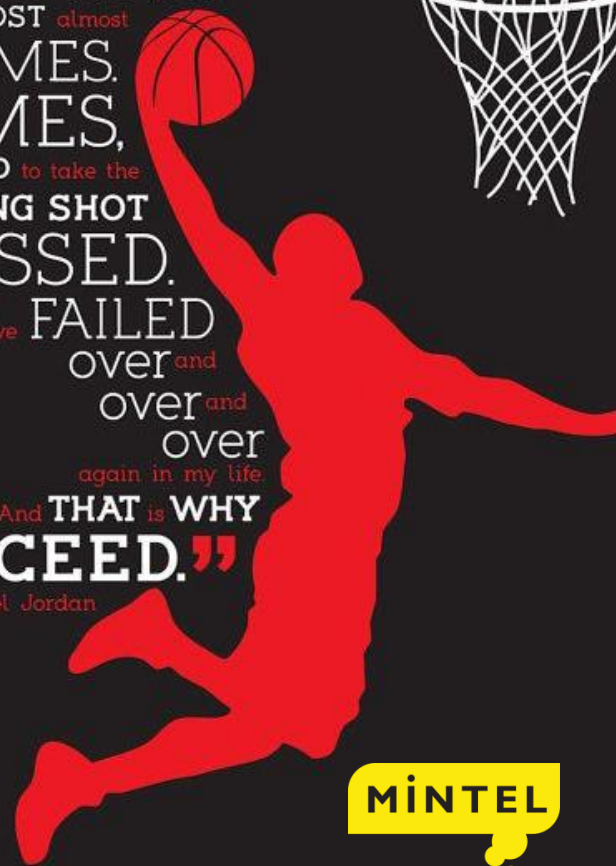
CELEBRATE FAILURES

It is easy to discuss success but celebrating failures can be an important part of the success story.

Brands can share the journey that led them to their current. The number of products that were designed but not launched, the stories and efforts behind each innovation, or the number of drafts before the finalization of a product design will **reinforce the importance of striving to be better** and simply feeling good about the end product.

**"I've MISSED more than
9,000 SHOTS in my career.
I've LOST almost
300 GAMES.
26 TIMES,
I've been TRUSTED to take the
GAME WINNING SHOT
and MISSED.
I've FAILED
over and over and over
again in my life.
And THAT is WHY
I SUCCEED."**

- Michael Jordan



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UPDATE CUSTOMER SERVICE

Consumers expect to talk to their brands **as they talk to their friends**. Tone of voice and channels of communication are changing.

In July 2017, **Southern Rail** let a 15 year old school boy run its Twitter account. His approach (“I just answered like my friends would”) was a huge success.



Southern 
@SouthernRailUK

Follow

Hi, Eddie here! Here on Work Experience and ready to answer your questions! 😊

2:39 PM - 11 Jul 2017



John Bickerton
@johnbickerton



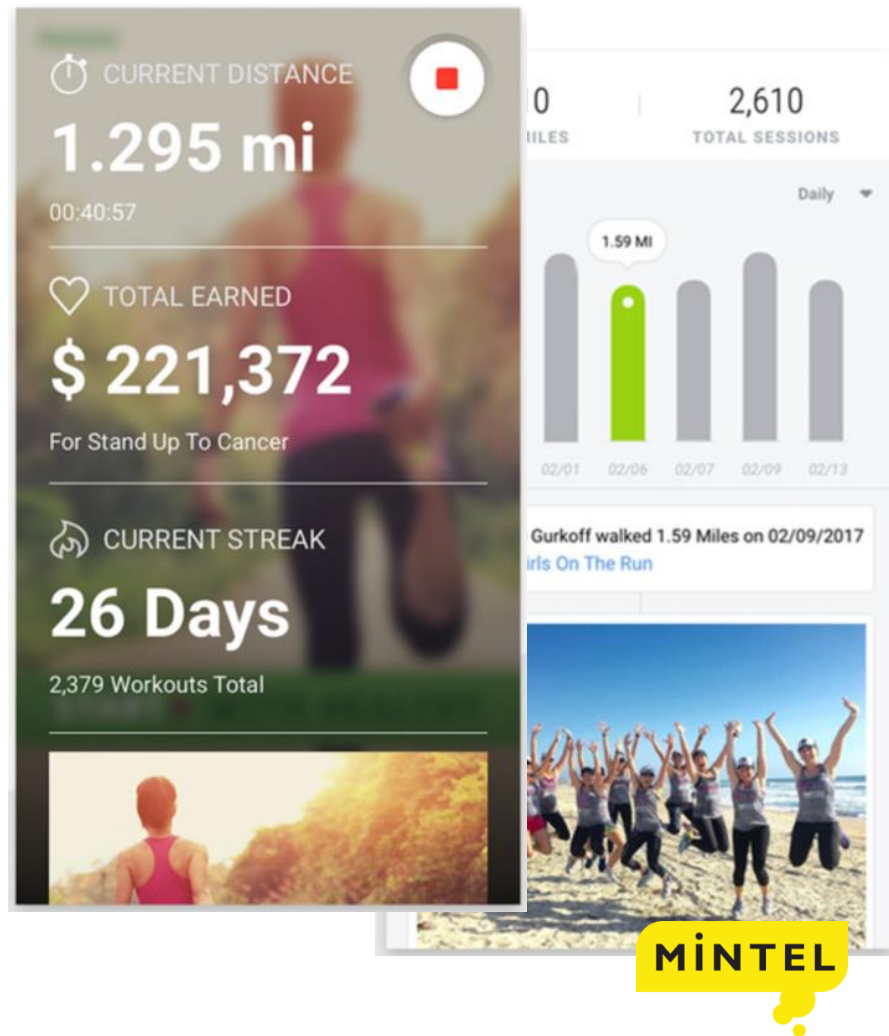
When problems are unprecedented, so are
successful solutions. #askEddie is an unprece
he's fixing a PR disaster on his own.

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THE ETHICAL INDEX

The expanding digital landscape has resulted in an influx of apps for tracking and monitoring.

There is space for apps that give consumers a social rating for the brands they buy, and feed this into their overall 'ethical index' to create achievable goals.





MY BEAUTY, MY RULES

Brands should stop targeting consumers by their age, skin colour or body type and remember that everyone is unique. Consumers demand beauty defined on their terms.

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WHY IS IT IMPORTANT: GLOBAL

More people seek products that speak to them as an individual

IN THE UK

12%

only of UK Millennials aged 16-35 say their ethnicity is accurately portrayed in advertising

IN THE US

40%

of US make-up users aged 25-34 are frustrated by products that don't match their skin tone

IN CHINA

31%

of consumers say that the word 'individuality' defines luxury

Source: Lightspeed/Mintel; China: KuRunData/Mintel

37 Base: 755 UK internet users aged 16-35, 950 US female internet users aged 18+ who use color cosmetics; 3,000 Chinese internet users aged 20-49





Why consumers will buy into this

- Beauty is being redefined
- Individualism is being celebrated not blurred
- Indie brands come into focus

WHAT'S NOW



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THE GENDER AGENDA

CoverGirl and **Maybelline** led the way by using male ambassadors, followed by **Rimmel London**, which recruited 17 year old beauty blogger Lewys Ball.

The **#MakeUpisGenderless** campaign from British beauty blogger Jake-Jamie Ward has garnered support from a range of celebrity makeup artists.



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REDEFINING AGEING

70-something 'Korea Grandma' hit YouTube with her cheeky, bubbly videos that showcase her beauty, fashion and lifestyle tips such as 'Charming makeup for a dentist appointment'.

She epitomises the message that happiness in beauty is whatever you want it to be, regardless of age and circumstances.



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INCLUSIVE BEAUTY

Rihanna's **Fenty Beauty** offers 'shades for all' so that women everywhere are included in its brand universe.

Plus-size model Ashley Graham will be joining **Revlon's** Live Boldly campaign, which celebrates beauty, strength, and individuality; addressing the lack of size diversity in beauty advertisements.

Brands should embrace **inclusivity** as a comprehensive attitude, not merely a selling point.



MATCH MY PERSONALITY

Singapore Sephora launched a vending machine that offers passers-by free, customisable make-up sets.

The vending machine provides a personality test for people to fill in, using the information to redeem a makeover set tailored to their personality from any Sephora store.



MONTHLY SKINCARE

Toun28 offers personalised, natural skincare subscriptions based on women's cycles.

Toun28 recommends just one fresh product for each different part of the face (T,O,U,N zone). Each batch lasts 28 days and is refreshed with products based on Toun28's algorithm, which predicts the consumer's needs, taking any seasonal changes into account.



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WHAT'S NEXT



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NEW FAMILY DYNAMIC

Facebook added 125 new emojis to its platform, which includes families with varied skin tones, male and female single parents and same sex couples.

It's important for brands to follow suit, **recognising the diversity** of their consumers' family backgrounds and reflecting it in their product assortment and communications.



BEAUTY FOR YOU ALONE

Olympic fencer Monica Aksamit is the star of **Boots No7's** new make-up campaign but the advert doesn't show her face.

No7 states it is more important to champion the true role of make-up in women's lives – the internal power and the energy that women have when they feel in **control of their own beauty**.



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NEW BEAUTY CODES

Wet n' Wild's "Breaking Beauty" campaign celebrates beauty of all with faces of a transgender, model, a cancer survivor, activist and the first model with albinism.

Consumers are looking for brands to recognise, respect, and represent their physical characteristics and their identities which extend beyond their appearance.



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MICROBIOME MANAGEMENT

Hcode, Chinese human microbiome testing company conducts a test to decode each individual's microbiome.

Hcode launched Biotechnology Skincare in 2017, supplementing its DNA-prescribed customisable skincare.



CONSTANT CHANGES

Haircare is embracing real-time transformations with hair colours which change with the temperature.

The Unseen's FIRE colourants responds to the individual's environment, changing colour with temperature fluctuations.

Pravana's Vivid Moods Color switch shades with the use of heated hair appliances, changing back to the original shade as the hair cools down.





PRIVATE EYE

Digital technology follows us everywhere, influencing our daily lives each step of the way.

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WHY IS IT IMPORTANT: GLOBAL

Consumers rely on digital technology for convenience

IN ITALY

40%

of consumers who view beauty content on social media would be interested in buying products directly through social media

IN THE US

14%

of consumers already own a digital assistant and 24% expect to buy one in the future

IN CHINA

37%

of male online shoppers aged 20-24 buy products at physical stores so they can get advice from sales staff

Source: Lightspeed/Mintel; China: KuRunData/Mintel

Base: 477 Italian internet users who have seen beauty-related content on social media in the last 6 months, 2000 US internet users aged 18+; 2513

Chinese internet users aged 20-49 who have shopped online in the last 6 months



Why consumers will buy into this

- Consumers want simpler, more intuitive shopping
- Apps are making digital retail more personal
- Omni-channel shopping must become frictionless

WHAT'S NOW



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EYE TRACKING

Smashbox is trialling a new ModiFace app that follows users' eye movements to see which products interest them the most, sending prompts to request more information or to buy the product.

The result, says Smashbox, was a 27% increase in conversions to purchase over two months.

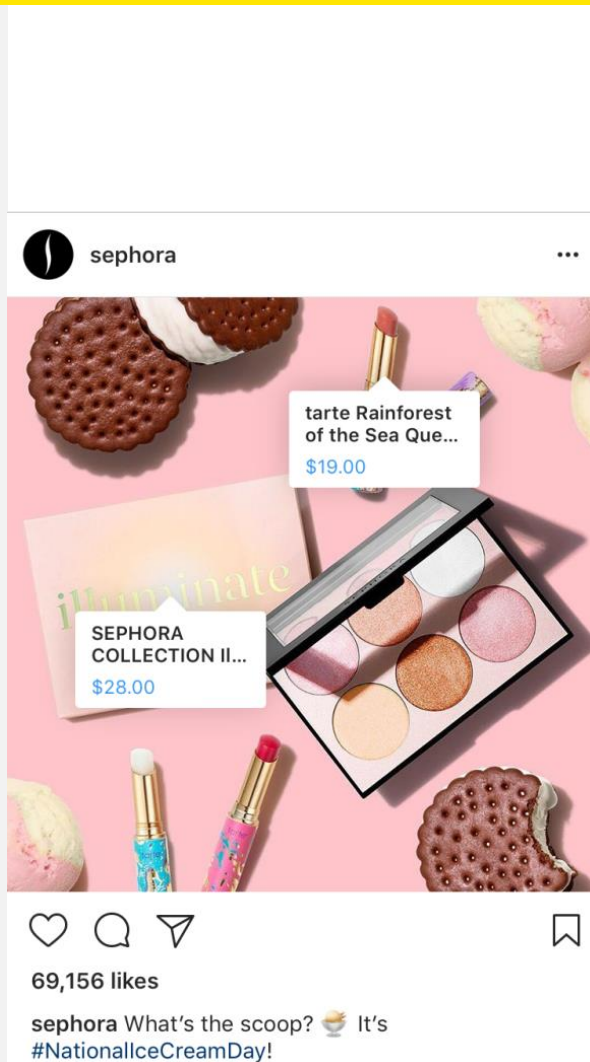


SOCIAL SHOPPING

Instagram is working with 20 retailers to test its shoppable platform extension.

Snapchat has opened their 3-D World lenses to advertisers.

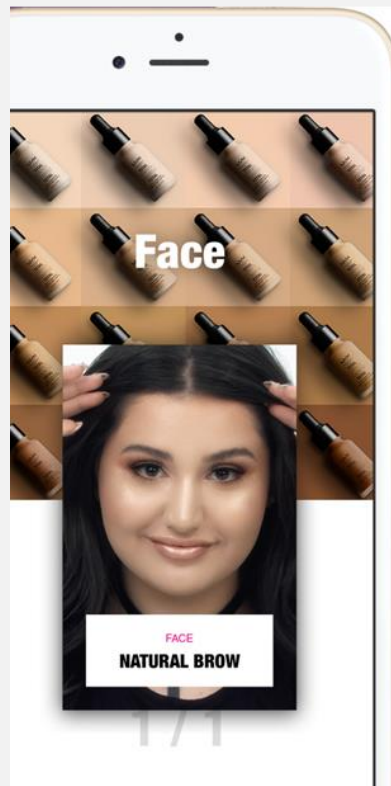
Taking advantage of ephemeral content on platforms like Snapchat or IG can afford brands the opportunity to offer 'specials' with a limited lifespan eliciting a sense of urgency (FOMO) to purchase.



V-COMMERCE

NYX Professional Makeup's app features shoppable video tutorials, allowing viewers to **add products** to a shopping basket as the **artist uses them**, or shop the full look as a bundle.

Users can create personalised beauty profiles by swiping left and right on photos. The brand will use this information to help its NPD programme.



READING FACES

Angus.ai is trialling shopper insight technology that scrutinises shoppers' **movements** and **facial expressions**, spotting surprise, dissatisfaction, confusion or hesitation.

A Parisian bookshop, LVMH, Aéroports de Paris and Carrefour are all taking part in the trial, with the aim of competing with data mining of online retailers and improving their customer service, merchandising and promotions.



VOICE ACTIVATION

47% of global smartphone users use voice recognition at least once a month.

Kohler is looking to 'revamp' the bathroom, starting with its Alexa-enabled Verdera Voice Lighted Mirror.

Coty launched its 'Let's Get Ready' personal beauty assistant for Amazon Echo Show with personal recommendations and 'How-To's' based on individual characteristics and event type.



WHAT'S NEXT

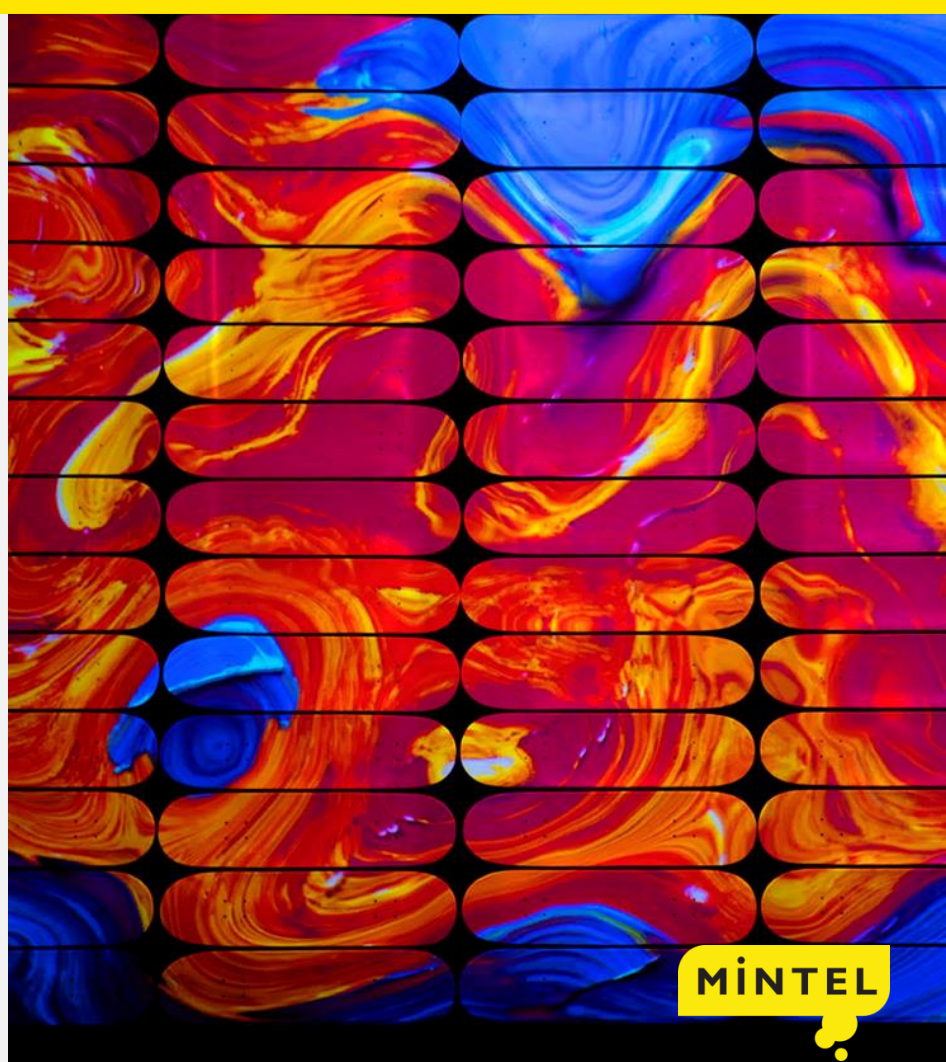


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EMOTIONS ON DISPLAY

In June 2017, **Lightwave Studio** partnered with Mountain Dew to read biometric data from six skateboarders' wristbands, converting heart rate, skin temperature, motion and galvanic skin response into living digital art on six LED screens.

The technology can be used by retailers and brands to create **emotionally-responsive** displays and packaging.



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FRAGRANT VR

Vaqso VR is a small device that attaches to the bottom of any VR headset, and emits realistic scents synced to the content.

Sample scents so far include "the hair of a beautiful girl," which hints at the promise for fragrance companies to create **multisensory** VR advertising and sampling campaigns.



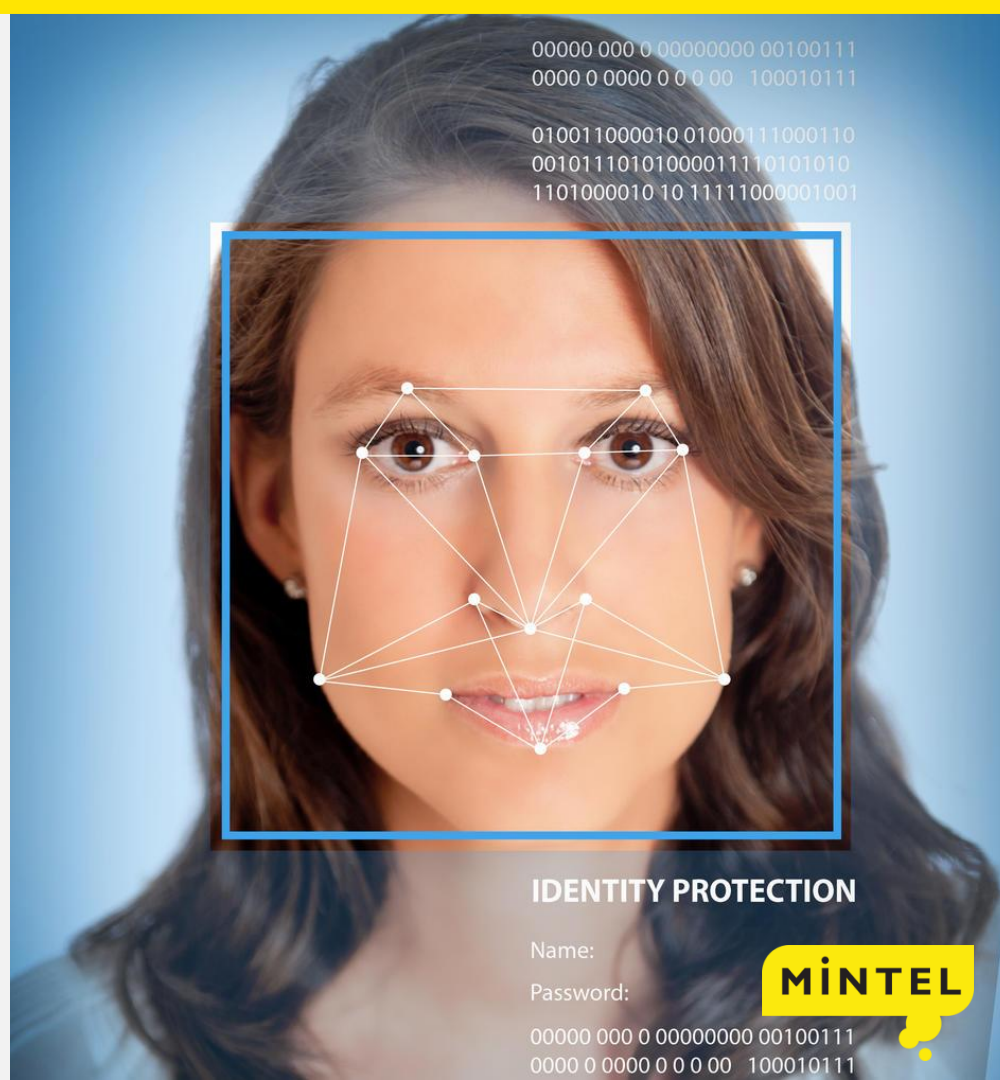
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FACE TIME

Apple and Samsung are both using facial recognition software to unlock people's phones.

This will be combined with facial expression analysis to turn smartphones into two-way mirrors. Owners will allow their responses to adverts and product information to be analysed in return for incentives.

Social media platforms will use such information to embed personalised ads in feeds.



00000 000 0 00000000 00100111
0000 0 0000 0 0 00 100010111

010011000010 01000111000110
00101110101000011110101010
1101000010 10 11111000001001

IDENTITY PROTECTION

Name:

Password:

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00000 000 0 00000000 00100111
0000 0 0000 0 0 00 100010111

COMMUTER COMMERCE

In December 2016, Transport for London (TFL) tracked Wi-Fi usage on 5.6 million passengers' smartphones as they navigated the London Underground. The aim was to understand travel patterns, with a view to managing passenger flow and improving safety.

TFL will also use the data to increase its advertising rates in hotspots, pulling in an additional £322 million over eight years.



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THE DATA DOLLAR

In September 2017, Kaspersky Labs ran the Data Dollar pop-up store in London, where consumers used the personal data on their phones to buy artwork or clothing.

Consumers will demand payment for the use of their data and for waiving their legal right to be forgotten. This will impact companies' budgets as they move towards more personalised promotional activities

Source: <https://www.datadollarstore.com/>



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Mintel recommends



Playing Mother Nature

Natural and technology are not mutually exclusive in an ever-changing landscape. Purity and safety are of great value to consumers looking for sustainable products. Transparency in communication will be greater than ever. With shrinking resources, provenance takes center stage.



Campaign Capital

Consumers will increasingly look for brands that reflect their values and will respond to brands that are brave and open about causes and even their failures. Social media offers a quick response to dishonesty or patronizing campaigns but also offers the chance to talk to a connect with consumers as friends.



My Beauty, My Rules

Brands must reflect diversity and inclusivity. Products will have to offer more personalization options and give consumers options to monitor progress and adjust accordingly. Dynamic products in the future will reflect the surrounding environment by changing color or texture.



Private Eye

Eye tracking and expression analysis help retailers establish a personal connection with shoppers. Information collected can be used to build products. VR and AR will add a layer of interaction with offline sampling and voice-activation will impact search engines and curation. The value of personal data demands compensation and access to experiences.

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Thanks, get in touch!



Lauren Goodsitt

Global Beauty &
Personal Care Analyst

lgoodsitt@mintel.com

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