# about face

Emerging global trends in the Beauty and Cosmetics industries

# Contents.


The evolution of beauty. 2.

Worldwide beauty market size. 3.

Facing the online world of e-commerce. The changing face of the beauty market. 9.

Beauty with brains. Technology is giving beauty a facelift both online and offline. 15.

A new generation of direct-to-consumer (D2C) brands is disrupting the market. 21.

Beauty in a box. The rise of beauty subscription boxes. 24.

Diversity and inclusion in the beauty industry. 29.

Moving beyond basic grooming. Men's beauty products are shaking up gender stereotypes. 34.

Beauty for all. The advent of genderless beauty brands. 36.

Riding the Korean beauty skincare wave. 38.

Cannabis Beauty. A market full of opportunity, but fraught with regulatory challenges. 42.

You are what you eat. Ingestible skincare. 46.

Beauty with a Conscience. The era of sustainable brands. 48.

The eternal quest for youth and the anti-aging market 52.

Beauty services and cosmetic procedures are becoming commonplace. 54.

The hair care market is booming and still has headroom to grow further. 58.

Beauty is a beast. The beauty sector in a nutshell. 61.

# The evolution of beauty.

When blonde bombshell Marilyn Monroe was admitted to hospital in 1953, she asked her makeup artist Allan Snyder to sneak into her hospital room to apply her makeup. According to Snyder, she gifted him a 14k gold Tiffany money clip to remind him to do the same after her death and get to her while she was "still warm."

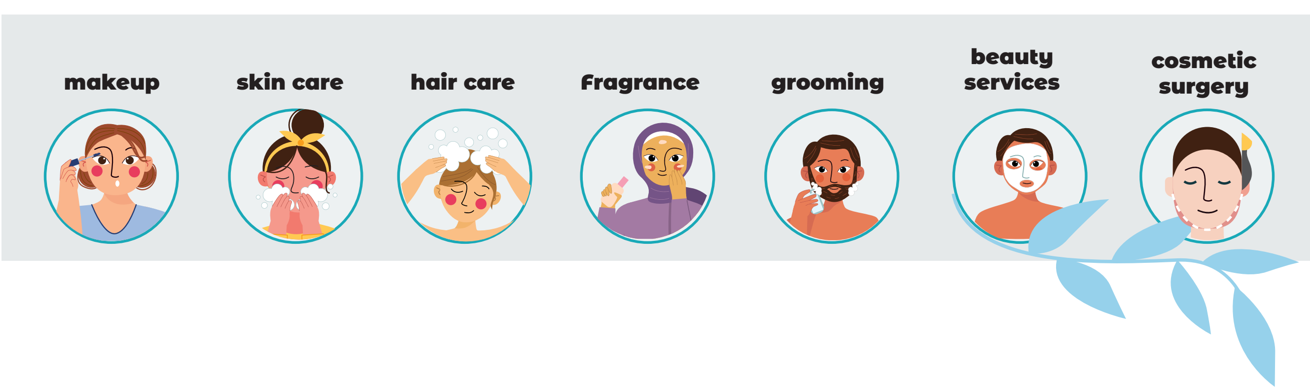

# Beauty is as old as human evolution itself.

While beauty standards may have changed since the 50s, the importance of beauty dates back to the Darwinian theory of natural selection. The theory explains how beauty is not a cultural construct but rather a biological adaptation. Charles Darwin later suggested that in many cases, females preferred elaborately decorated males because of a fondness for beauty, and this attraction to beauty determined mate choice.

And long before Shiseido, Rimmel, Loreal, and Maybelline entered the scene, ancient women used what they could to enhance their beauty.

Sally Pointer's "The Artifice of Beauty: A History and Practical Guide to Perfumes and Cosmetics" (2005) goes back to the first prehistoric traces of red ochre found in graves.

## What does the Beauty and Personal Care industry include?



# Beauty through the ages — a brief history

### Ancient Egypt

As early as 4000 B.C., Egyptians used materials to design makeup. Some of the everyday cosmetics in Ancient Egypt included: Malachite, a copper ore, which provided the green eye makeup color greatly favored at the time. They used Kohl to draw thick, distinctive black lines, giving an almond shape to the eyes.

### 300 AD, India and Ayurveda

According to an article published in the Indian Journal of Plastic Surgery, the earliest records of cosmetic products and their application date back to the Indus Valley civilization, circa 2500 and 1550 B.C. They used unique herbal ingredients to treat premature greying of hair and hair loss and enhance growth. The ancient art of decorating the body with henna, a natural staining dye, is a centuries-old practice.

### 534 BC Ancient Greece

The primary skincare ingredients in ancient Greece were olive oil, honey, and yogurt. They also used fresh berries with milk, made into a paste, and applied as a face mask.

### 1500 AD England

The 'Mask of Youth' was popularized by Queen Elizabeth, which adopted a standardized image of ageless beauty by painting her face white with lead paint and cheeks red with red lead paint. This look became so popular that there were incidences of lead poisoning.

**1700 Americas**

Many Native Americans used ground corn to cleanse the skin. They rubbed it on their skin to get rid of impurities before ceremonies. They also painted their faces, signifying position or granting special powers for battle.

**1920 America & Europe**

Before the 1920s, makeup wasn't easy to use. In the 1920s, with innovations in the modern cosmetics industry, the Flapper girl makeup style made a bold entrance. Coco Chanel popularized a sun-tanned look, and blush (or rouge as it was called) was applied in circles on the cheeks instead of dabbing along the cheekbones as it is today. With the invention of the retractable metal tube, the most popular look for lips was the heart-shaped "cupid's bow."

**1600 Japan**

Makeup was a vital part of the Geisha. They always wore their signature makeup: white face powder, red eyeshadow, and red lipstick. Their hair was in a chignon-type updo called "shimada." Skincare has always been an integral part of Japanese women, and the Geisha makeup process begins with the application of bintsuke-abura, a special kind of oil. They also double cleansed to remove their makeup.

# Worldwide Beauty Market size.

Revenue in the beauty and personal care market amounts to USD 564.40 billion as of 2022 and is expected to grow annually by 4.76 percent (CAGR 2022-2026).

The market's largest segment is Personal Care, with a market volume of US$254.00bn in 2022.

The beauty and personal care market is thriving and one of the fastest-growing consumer markets, particularly in the cosmetics and skin care segments.

At USD 87.99 billion in 2022, the United States generates the most revenue in the beauty and personal care market. In the same year, USD 74.15 was generated in revenue per person.

China is the second-largest beauty and personal care market in revenue and consumption. The Chinese Cosmetics Market will continue to grow rapidly over the next five years owing to the burgeoning demand for premium products and a more significant number of working women with higher disposable incomes.

Over 70 percent of cosmetics sales revenue in China comes from e-commerce sites such as Alibaba, Tmall, and JD.com. Several international brands from Korea, Japan, and the U.S. have successfully entered the Chinese market.

A global trend, growth in the beauty industry, has boomed in recent years and is linked to a generational trend toward a greater focus on one's physical wellbeing.

Millennials are often considered the main drivers of the meteoric growth of the beauty segment. There is an increased focus on self-care as a coping mechanism to overcome difficult political and economic times.

At the same time, this change is reinforced by social media and e-commerce, which have a lasting effect on buying behavior.

After the pandemic, beauty consumers will likely prioritize efficacy, affordability, multi-functionality, and science-backed clinical positioning. Purpose-driven, digitally savvy, clinically-backed, and affordable clean products and brands will most likely thrive in the near future.

about

**33%**

of U.S. women ages 18 to 24 wear fake lashes. The false lash industry is projected to grow to USD 1.8 billion by 2024, a 7.4 percent CAGR.

# Facing the online world of e-commerce: The changing face of the beauty market.

Today, in a world of quick deliveries and free returns, beauty consumers never have to leave the house and brands are thriving online. Glossier started with a social media handle, and ColourPop has no physical stores.

While many brands were moving online even before the pandemic, the coronavirus accelerated the shift to online sales as stores worldwide shut down. Many beauty products moved online, and e-commerce sales, shoppable social media links, brand websites, and online marketplaces continued to thrive. Consumers became ingenious when barbershops, beauty, and nail salons closed down. A significant trend during this time was do-it-yourself (D.I.Y.) beauty and self-care. YouTube tutorials have become a popular beauty information destination.

Nail art became one of the most popular trends during the pandemic, and people started touching up their roots and threading their eyebrows at home. Trends like "Quarantine nails" and "buzzcuts" became popular, and these videos were often posted on social media platforms like TikTok and Instagram.

There were plenty of viral trends on TikTok, like the #soapbrows as TikTok'ers shaped their eyebrows using a spoolie brush and soap bar. With establishments open now, it is yet to be seen how well these DIY trends stick as consumers return to hair and nail salons.

TikTok became a place for trending beauty products, tutorials, and makeup and skincare hacks, among the younger consumers.

Founder Ann McFerran hustled Glamnetic, an LA-based magnetic eyelash startup, to USD 50 million in sales in 2020. Without investors, she ingeniously used social media, and younger consumers to drive most of Glamnetic's sales.

**Brands are building expertise, authority, and trustworthiness through product reviews, beauty expert ratings, videos, and blogs.**

As detailed in this report, social media-driven brands have successfully captured market share via social channels and utilized influencers or Key Opinion Leaders, also known as KOLs (Influencers with a more targeted following and parallel careers), to build multi-million dollar companies. This has also helped brands develop valuable content that continues to grow their market share and profits.

*Photo credit: online collage. From left to right.*
*Bottom row: Jade Rasif.*
*Top row: Mrunal Panchal, Ngo Quynh Trang aka Changmakeup.*

According to recent studies, more than 60 percent of Chinese millennials trust online reviews and bloggers when making purchase decisions.

China's Key Opinion Leaders (K.O.L.s) — " wanghong" or Chinese influencers play a vital role in pushing consumption across many sectors, and the beauty market is no exception.

With paid promotions becoming commonplace, some of these celebrity

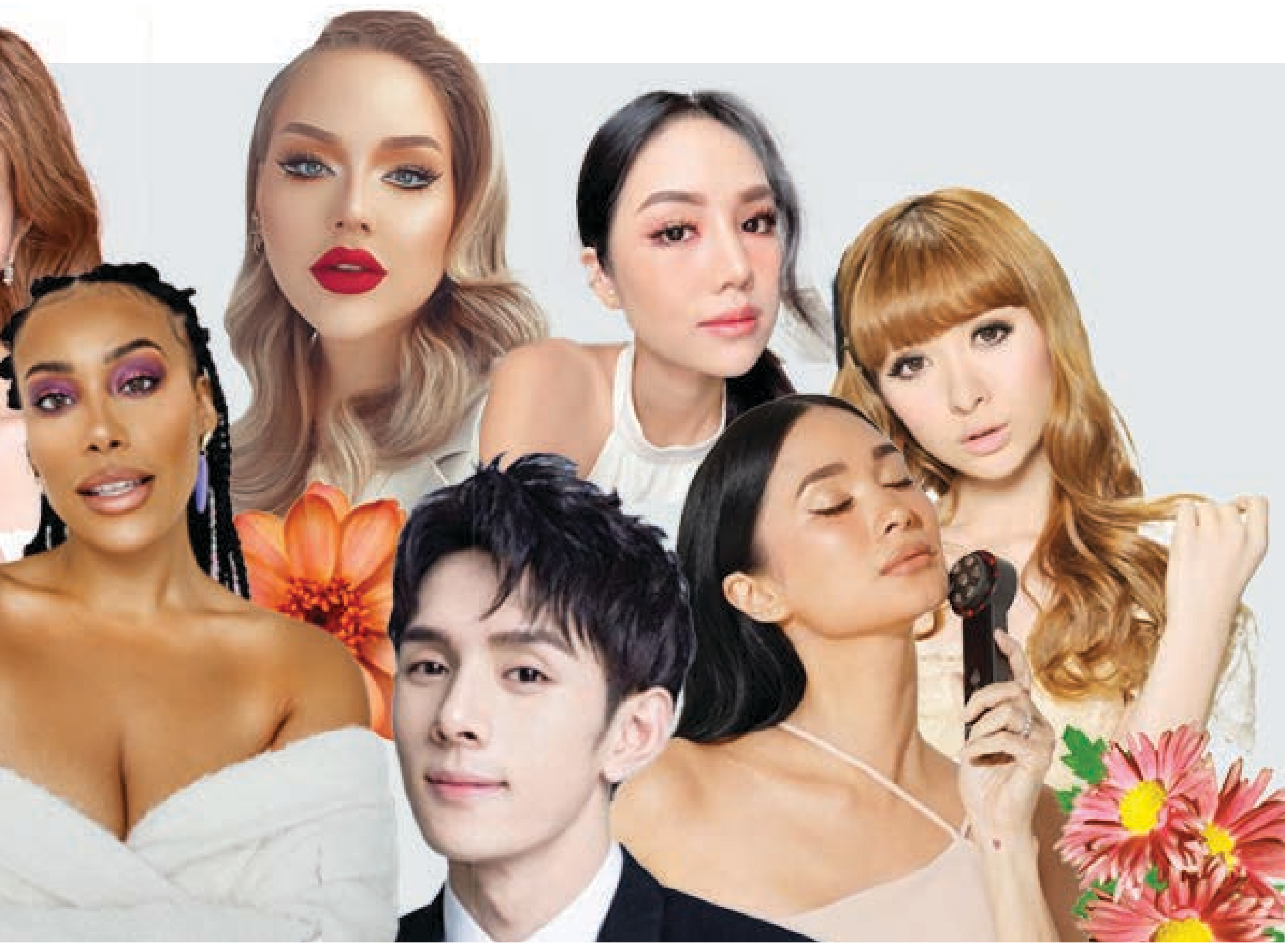


*Photo credit: online collage. From left to right.*
*Bottom row:  Laila Swann, Li Jiaqi, Heart Evangelista.*
*Top row: @nikkietutorials , Archi Archita, Miki Kawanishi.*
*,*

K.O.L.s are losing credibility, and there is a shift toward Key Opinion Consumers (K.O.C.s) with smaller followings as they are considered more trustworthy and authentic reviewers. Nonetheless, K.O.L.s is still an essential marketing strategy pushing beauty brands.

While offline sales dipped during the pandemic, many brands moved online and saw increased growth on e-commerce platforms. Offline stores have recovered since, but the growth of beauty brands online remains strong.

CASE STUDY:

# Estee Lauder wins in China by creating a private domain on social media platforms.

*Photo credit: moodiedavittreport.com*

The Estée Lauder Companies Inc. is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. The brand entered the Chinese market in 1993 and quickly became a well-known beauty brand in China.

During the 2018-2019 financial year, the brand broke sales records worldwide. The brand's numbers in China contributed heavily to its worldwide growth and profits. It launched twelve brands in the Chinese market, making China its second most profitable market.

Known for its Research and Development (R&D), in 2005 the brand set up a R&D center in China to better serve the Chinese consumer, In 2010, it formulated and launched the Nutritious Super Pomegranate series to help improve dehydrated skin.

In 2011, it announced a R&D center in Shanghai to integrate with the Chinese market and not be seen as a "foreign" company.

In a country where people rarely visit websites or check email, brands have found ways to build and engage with

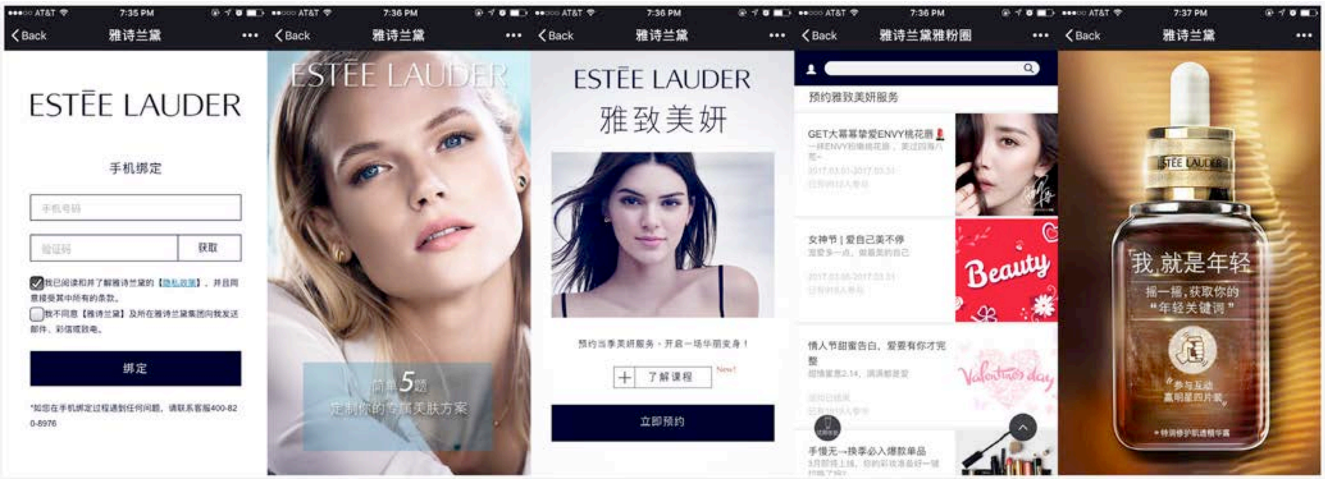



*Photo credit: jingdaily.com/*

their customer base by creating private domains on social media platforms. They also have the added advantage of reaching their target audience repeatedly for free or at a reduced cost.

**Estée Lauder is one such brand.**

As the demand for luxury products gree in China, Estee Lauder established a presence there. The brand used WeChat, an instant messaging app, and created a Social Customer Relationship Management (SCRM) program allowing users to collect and redeem points. These points can be earned online and offline; the membership-only benefits are gifts, customized engraving, and birthday privileges.

The most significant benefit is the loyalty program of redeeming points which can be used for vouchers or full-size products. The brand aimed to engage customers in the program, increase their affiliation, and boost loyalty.

The membership has four tiers, each with points and unique offers matching the membership level.

As a result, Estée Lauder achieved a 100 percent increase in Gross Merchandise Value (G.M.V.) year-over-year in its WeChat SCRM program.

The beauty brand also earned a 600 percent rise in G.M.V. year-over-year in the WeChat Livestream room during China's 6.18 shopping bonanza, contributed by active customers in various WeChat Groups, WeCom Connections, and subscribers of the official account of Estée Lauder.

Estée Lauder is not the only brand attracting high-value customers and building loyalty in this dynamic, lucrative market. Other major beauty brands, like Lancôme and Make Up For Ever, successfully boosted sales using private traffic on social media platforms.

A.I. Beauty & Cosmetics industry is worth

**USD 2.70b**

in 2021. It is expected to reach USD 13.34 billion in 2030, an impressive CAGR of 19.7 percent over nine years.

# Beauty with Brains.

## Technology is giving beauty a facelift both online and offline.

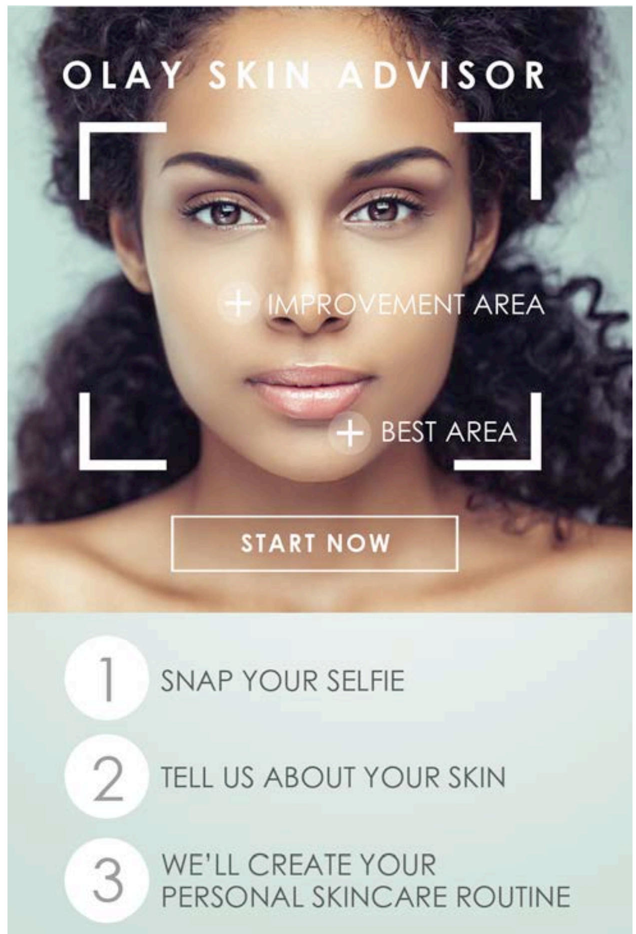
The beauty industry has traditionally been a highly personalized one, requiring physical interaction with the product.

In an online setting, technologies like Artificial Intelligence (A.I.), Augmented Reality (A.R.), and Virtual Reality (V.R.) are necessary to create interactions between brands and consumers.

Beauty tech is not only helping with personalization but also has an entertainment factor. Brands are using innovative approaches to engage with consumers.

### AI-powered personalization

A.I. leads to an uptick in engagement, cart size, and sales for online brands and retailers. Whether in-store or on an app, A.I. can provide reliable recommendations tailored to the users' needs. In the U.K., Olay, a skincare brand, introduced the simple and personalized skin care regimen recommendation using an app.




The Olay Skin Advisor analyzes the user's skin with its ground-breaking A.I. technology, then discovers their skin age. Based on the analysis, it provides a personalized beauty routine to address specific skin needs.

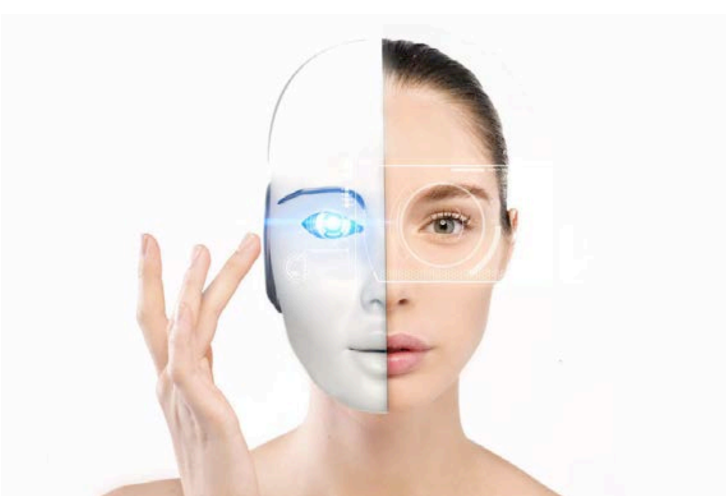


*Photo credit: verdict.co.uk*

*Photo credit: Maison 21G. wahsoshiok.com*

## Personalized products using A.I.

At Harrods and Selfridges in the U.K., Lancôme launched an AI-powered machine that creates a custom-made foundation for the customer, starting with identifying skin color using a scanner. Its proprietary algorithm selects a shade from 20,000 combinations. The personalized shade is then bottled on site.

Singapore-based Maison 21G is a virtual, customized fragrance shopping experience, starting with your preference, choosing between your favorite perfume, personality, or ingredient. It moves from a questionnaire to a massive library of scent information, ingredients, and blend, from a repository of countless combinations.

## Personalized Recommendations and Consultations

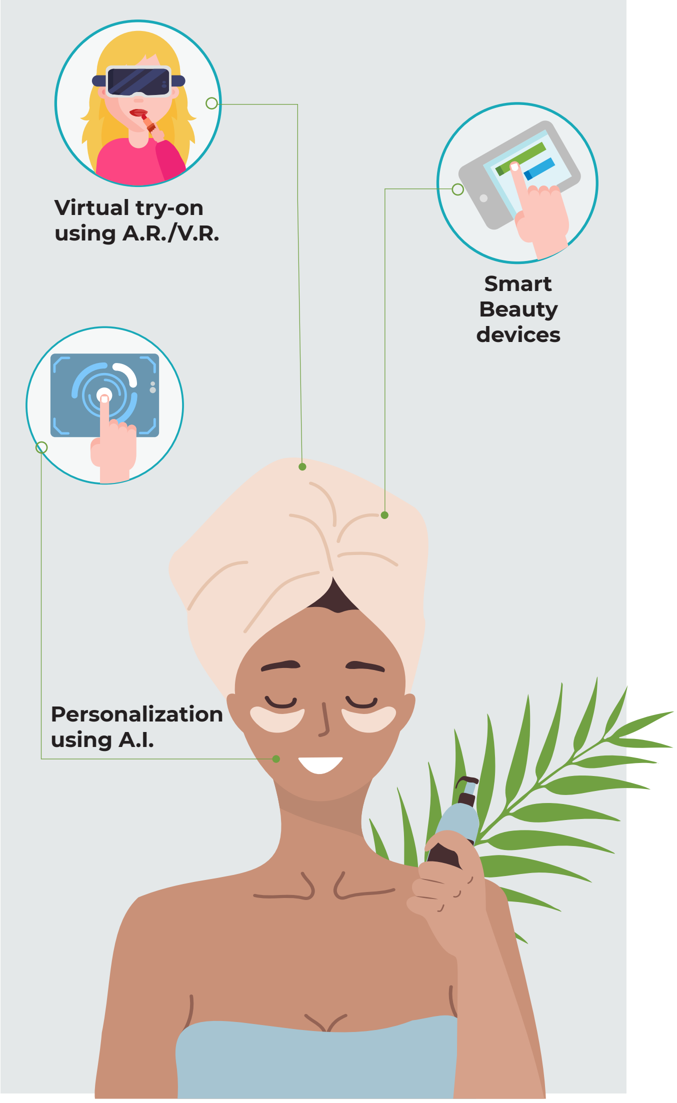
A.I. is the new beauty adviser, using machine learning, wish lists, customer data, and face analysis to diagnose and address beauty concerns and make customized product recommendations.

Many brands are putting the *reality* back into virtual reality by launching one-on-one virtual consultations with beauty advisors who talk to the customers on a virtual platform, just like they would in a store. San Francisco-based hair color brand Madison Reed has a detailed A.I.-powered questionnaire to recommend the most suitable hair color product and also offers video chats for those who are unsure or would rather speak to a hair color expert.

## Virtual Vanity — Virtual try-ons using Augmented Reality (A.R.) and Virtual Reality (V.R.)

The pandemic has sparked massive technological innovations in the beauty industry. As more consumers prefer their shopping experience online, virtual try-ons are using A.R. and V.R. to allow consumers to experiment with color and different looks and styles from the comfort of their homes.

**Brands use AI-based apps to personalize and curate solutions for the individual user.**




A.R. experiences have replaced testers. Brands use technology to replicate an in-store experience for online shoppers who can virtually try on nail paints, lipsticks, and even hair colors without ever stepping foot in a physical store.

### Try before you buy

A.R. is suitable for all categories in the beauty segment, including hair, nails, and makeup.

Just For Men, an American-based multinational men's care brand focusing on hair color, beard care, and hair regrowth, launched its first virtual try-on experience preceding the 2021 Holiday season during Movember. It features an A.I.-powered beard color stimulator for hair color try-ons. It allows consumers to experiment with different hair and beard color shades and get a hyper-realistic view, so that consumers can make more confident purchases.

Benefit Cosmetics reported double-digit business growth in the Asia Pacific region since the pandemic. They expanded their virtual reach through its Benefit Brow Try-on experience, allowing users to book an appointment online.

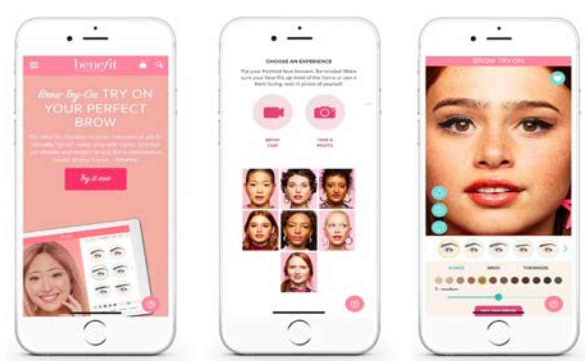


*Photo credit: benefitcosmetics.com*


*Photo credit: benefitcosmetics.com*

Wearing face masks during the pandemic elevated Benefit Cosmetics' brow category to one of their strongest sellers.

### Smart Beauty Devices and Tools

Smart beauty devices are all the rage. Taiwan-based HiMirror is an interactive, oversized mirror with a ring light. When activated, it provides diagnostics that measure the number and depth of wrinkles, spots, pores, dark circles, and skin texture on a deep level. It scans, analyzes, and stores images of your face daily to track improvements and deteriorations to show if your treatments are working for you. It also has an in-built system called My Beauty Box to keep track of your purchases and expiry dates and provides personalized recommendations based on your skin scan and purchase data.

## Singapore — A Beauty market with affluent, adventurous and discerning consumers

Owing to its proximity to other Asian countries, high disposable income, and multicultural market, Singapore is well-positioned to be a test beauty market for the region.

Singapore boasts a pro-business environment, political stability, sound tax systems, and a professional workforce. The island-state is a favorite among global cosmetic brands. Unilever and Procter and Gamble set up training facilities and Innovation centers respectively in Singapore, and Pantene's Miracle Conditioner was developed there based on insights from Asian consumers.


Photo credit: HiMirror

# A new generation of direct-to-consumer(D2C) brands is disrupting the market.

A new generation of disruptive brands is taking over retail by eliminating middlemen. These Direct to Consumer (D2C) brands do it all —they build, market, sell, and ship their products directly to their consumers using online, e-commerce platforms, such as brand websites and shoppable social media links.

With an online-first approach, D2C companies build their brands on social platforms, gain a deeper understanding of the customer, lower costs, and stay competitive. This model allows brands to collect consumer data from one place rather than several retail outlets.

These D2C brands experiment with different business and distribution models —from shipping directly to consumers to pop-up stores in high-traffic areas —as they are not dependent on retail stores for distribution.

**D2C brands around the world.**

Fenty Beauty
ColourPop
Augustinus Bader
MAELOVE
Drunk Elephant
The Ordinary
Huda Beauty

Charlotte Tilbury
Skin + Me
Beauty Pie
Benefit

Sugar Cosmetics
Menee Cosmetics

Perfect Diary

KJM Cosmetics

NAMA Beauty

CASE STUDY:
# How Glossier skyrocketed into a billion dollar brand.


*Photo credit: Glossier*

C.E.O. and founder Emily Weiss started Glossier as an Instagram handle — @glossier and used it for product development as she observed that beauty brands did not adequately represent the younger consumers. It started with just four products and used its 2.7 million micro-influencers —defined as influencer accounts with anywhere from 10,000 to 50,000 followers —to drive sales through its networks.

Most Glossier shipments are loaded with “Gen-Z appealing” stickers to help users quickly customize their products in different ways.

Those who can create engaging content with their Glossier order have the potential of getting reposted to the main brand feed and exposed to millions of Glossier followers. This makes the unboxing experience exciting for the target audience and worth sharing online. For instance, in one case, user-generated content (UGC) reposted to the main brand glossier feed generated 25,277 likes in 16 hours.

A social media-driven brand, Glossier developed products that resonated with the Glossier girl —a young consumer looking for a natural face and affordable products. The brand does not use supermodels, just iPhone photos of its products. A social media phenomenon, Forbes called Glossier a “beauty brand for Generation Instagram.” Glossier successfully built a community of beauty enthusiasts and microbloggers and converted them into the brand’s ambassadors.

For Glossier, these user-generated posts give its feed a community look and appeal that encourages more content and engagement.

The strategy is simple, powerful, and fitting for a D2C brand —create customizable products to encourage user generated content, then repost them on the brand's feed, and encourage more content. Like many D2C brands, Glossier has moved into brick-and-mortar stores and pop-ups to add to an immersive experience.

Huda Beauty is another excellent social media-driven D2C example that uses videos to engage with its customers, offering tutorials, makeup tips, product reviews, beauty trends, and fun videos. Charlotte Tilbury is also a successful D2C brand. Founded by a famous U.K.-based makeup artist Charlotte Tilbury in 2012, the brand has become a huge success. Tilbury frequently shares tutorials on the company's YouTube, Instagram, Facebook, and TikTok channels. The social channels showcase what makes the brand premium. Charlotte Tilbury's dazzling 360-degree V.R. experience— a first in the industry—starred supermodel Kate Moss. The brand has also successfully created loyalty programs.


*Photo credit: Glossier*

While D2C brands worldwide have successfully infiltrated the beauty market, they are often seen moving into offline spaces like pop-ups and retail stores to complement their online business and provide immersive experiences as they scale.

*Huda Kattan, founder and CEO, Huda Beauty*

# Beauty in a Box:
## The rise of beauty subscription boxes.

Discovering new beauty products in a hyper-connected world has never been easier. There are over 88 million results for “beauty tutorials” on Google, and you can find many beauty influencers on Instagram telling you about the latest and greatest in the world of beauty products.

And with the advent of the beauty subscription box, subscribers can now try curated samples of new products every month and spend less than they would on a full-size product. After testing these samples, they can purchase only the products they love.

The idea behind curated beauty samples delivered to your door started with two students who met at business school and decided to fill a gap in the online beauty industry. *With so many beauty products on the market, how would you know what to buy?*

**USD 22.7b**

Global subscriptions in 2021

According to IMARC Group estimates, the market will reach USD 65 billion by 2027, with a CAGR of 18.3 percent from 2022 to 2027.


*Photo credit: Birchbox*

Co-Founder Hayley Barna had a beauty editor friend who advised her on the latest and greatest products. This is how the idea of their mini beauty brand was born. What if everyone had a beauty expert or beauty editor friend?

*Photo credit: Glamour*

Co-founders Katia Beauchamp and Hayley Barna launched Birchbox in 2010 from their campus apartment.

Birchbox was to become a personal beauty editor who could help you find the best beauty products online. Glossybox beauty subscription boxes followed soon in the high-end luxury space, including sample and full-size products. The market showed promise, and many brands jumped on the subscription box bandwagon, including Allure magazine with its monthly Allure Beauty Box and retail brand Sephora with its Play! By Sephora. At a lower price point, Target also launched its beauty box in 2013.

More recently, the brand launched Birchbox Man to capitalize on the men's beauty and personal care market demand.

By 2018, it looked like the love affair with subscription boxes would wane. But then the lockdown happened, and consumers started moving online, renewing interest in subscription boxes. Many D2C subscription box brands pivoted in 2020 to add more wellness products, vitamins, and hand sanitizers.

With an increasing number of eco-friendly shoppers, several brands have changed their packaging to counter the backlash they received for increasing waste and harming the environment. Brands are also incorporating messaging showing how they use biodegradable packaging throughout the unboxing experience, a crucial touchpoint of a younger subscriber's journey.

One of the top reasons for beauty subscription box cancellations is boredom and getting the same brands again. Newer entrant, FabFitFun, is great at switching up its offerings, making it very successful in this highly competitive space.

CASE STUDY:

# How Ipsy scaled its influencer-driven content marketing strategy to become an 800 million dollar company.

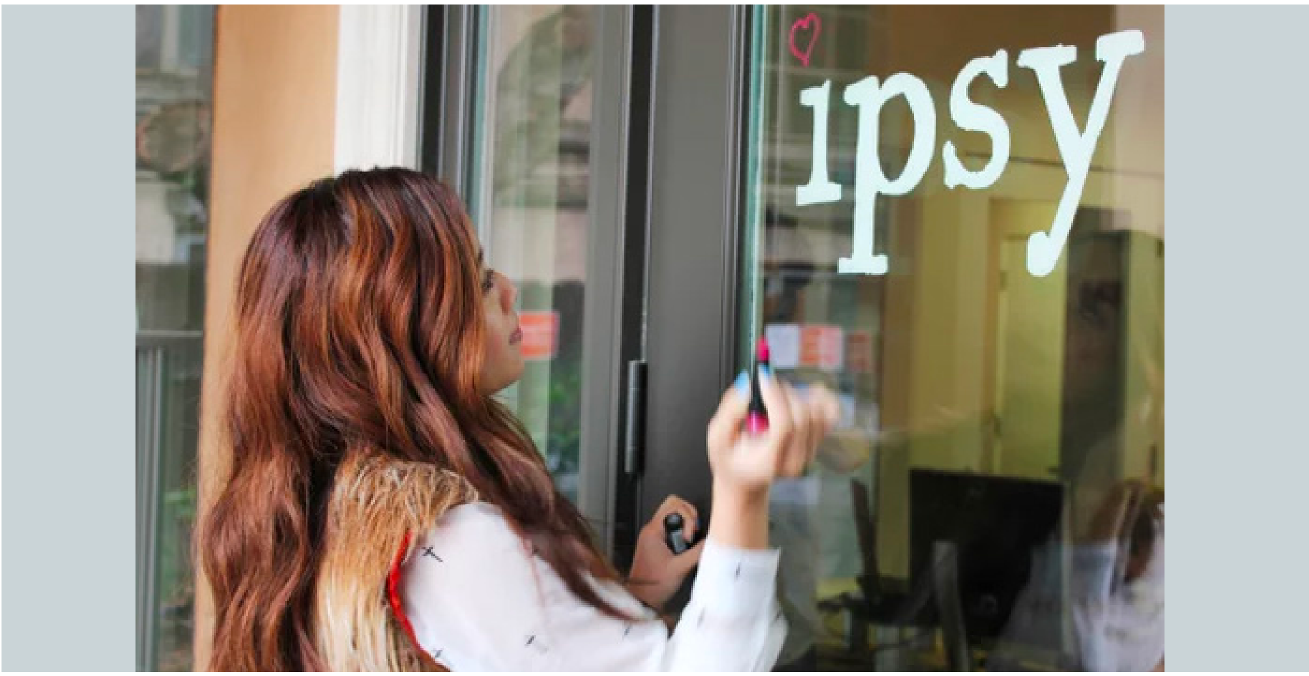



*Photo credit: Ipsy, Pop Sugar.*

Ipsy has positioned its Glam Bag as a great subscription product for those on a budget. At a relatively affordable price of USD 13 a month, it delivers incredible value with quality curation —a combination of high-end and drugstore products. It comes in an attractive beauty bag and includes makeup, skincare, and beauty tools.

Ipsy's success is attributed to not just being a subscription product; it strives to be a content business providing authentic and review-style videos. It leverages influencers and their massive subscriber base to provide valuable content.

In its early years, the founders at Ipsy brought Michelle Pham —one of the earliest YouTubers to share beauty tutorials, as a partner.

The brand decided to promote its subscription box on Michelle's YouTube channel, and the day after she posted the first video, Ipsy received thousands of orders. The brand continued to focus on content creators to become a leading subscription box product.

Michelle Phan started coaching carefully-selected influencers to help them succeed and increase their following. This approach allowed the brand to utilize more than one influencer. They launched Ipsy Open Studio to bring a network of influencers under their wing, support them with the needed resources, use the open studio to promote Ipsy, and allow these influencers to also continue to create their own content.

Another reason for Ipsy's success is its mastery of using content to convert prospects into subscribers. The brand creates content to establish an awareness of the problem instead of promoting the brand outright. Therefore, their content aims to educate the audience before selling any products.

They also allow influencers and creators to pick the products they like and create content around their product testing instead of using advertorial-type content. Ipsy looks for micro-influencers — influencer accounts with smaller, yet engaged following, excellent content, and aligned values. Instead of one-time payments, they create longer-term relationships through equity sharing and invest in the creators' growth.

Ipsy continues using a highly profitable subscription model —shipping USD 13 beauty bags to millions of subscribers each month and reinvesting the profits to support product content. The content helps grow subscribers and profits, creating a growth hacking formula that works.

## United Kingdom —U.K. consumers are seeking quality and value beauty and personal care products.

While traditional beauty standards in the U.K. center around the natural "English Rose" look, those norms are constantly changing due to an increasingly diverse population.

The U.K. is among the leading three cosmetic consumers in Western Europe. The cosmetics boom took place in 2017 when the market value of this sector reached GBP 9.8 billion (around USD 12 billion).

The U.K. beauty industry is valued at GBP 12.14 billion (around USD 14 billion) in 2022. e-commerce will account for 25.4 percent of the global beauty and personal care sales in 2022.

Similarly, like other regions, the U.K. experienced a boom in self-care categories.

The U.K. e-commerce space is growing, with British brands like Cult Beauty, Lookfantastic, Gorgeous Shop, Beauty Bay, and Beauty Expert experiencing higher sales. While e-commerce experienced high growth due to the pandemic, people returned to physical stores as restrictions eased. Departmental stores like Harrods and Selfridges invested heavily in immersive in-store experiences to lure consumers into the stores. Innovations such as Magic Mirrors allow shoppers to safely sample products without physically testing them.

Overall, consumers are more well-informed and seek brands that offer quality and value.


Photo credit: Google

# Diversity and inclusion in the beauty industry.

The beauty industry has come a long way to being more diverse and inclusive. However, many key target audiences still feel underrepresented.

At Google I/O 2022, the company announced the Monk Skin Tone (M.S.T.) scale, created in partnership with Harvard professor Dr. Ellis Monk. The scale was designed to represent various skin tones and be more inclusive. It allows users to filter by skin tone to find more relevant products for makeup-related queries.

Google is open-sourcing the M.S.T. scale so everyone can use it to become more inclusive. Additionally, Google will allow brands, creators, and publishers to label their images with attributes like skin color, hair color, and hair texture.

Consumers, especially younger generations —Millennials and Gen Zers are also moving away from conventional beauty standards and expect brands to take note. These are key audiences and consumers in the beauty market and believe brands play on women's insecurities. They want brands to break away from rigid beauty standards to include everyone.

In 2004, American personal care brand Dove created a disruptive photography exhibit titled "Beyond Compare: Women photographers on Real Beauty." The commercial was based on a three-year creative, strategic research effort, which resulted in a new consumer-centric, inclusive approach.


*Photo credit: Google*

CASE STUDY:
# Rihana's beauty brand, Fenty, is championing diversity and inclusivity with a "show not tell" approach.

*Photo credit: Fenty Beauty*

Created by music superstar and youth icon Rihanna in collaboration with LVMH, a multinational corporation specializing in luxury goods, Fenty Beauty has become more than a celebrity brand. It uses social activism around inclusivity in its messaging, and with a 40-shade foundation range, the products do justice to the message. Fenty Beauty became an instant success, grossing USD 100 million within the first week of its launch by including men and women of color. Today, the company is worth USD 17 billion and has expanded into other beauty products and a new line of intimates.

With the "Beauty for All" slogan, Fenty Beauty lived up to its products' ideas of diversity, inclusivity, and authenticity. They do this without using these buzzwords by showing inclusivity in their products and choice of models and influencers.

Buying foundations online can be tricky. Fenty Beauty offers free virtual personal consultations with a beauty expert to help customers match the right shade of foundation with their skin tone.

### Hair care brands catering to African women making waves in the market

It's not just foundations that were difficult to find for women of color, but also hair products.

Many Black women have coily, Type 4 hair texture and can now find several brands and product lines to address their unique hair care needs.

Global hair care industry is worth an estimated

**USD 77.15b**

projected to reach USD 112.97 billion by 2028. Black-owned hair care companies are growing, increasing their market share to USD 2.5 billion in 2021.

By addressing a need in the hair care market for niche hair care products, enterprising black female entrepreneurs have created a high-growth segment.

According to a report, black women spend twice as much on hair care products.

In October 2020, Amika, the Brooklyn-based premium hair care brand that describes itself as "a collective of creatives, hair stylists, chemists, and product junkies who like to bend the rules," launched the "All Hair is Welcome" campaign.

The campaign used real people of all ages and backgrounds as models, articulating the brand values of diversity and inclusivity.

Leading beauty and personal care brand Dove launched a new line, Amplified Textures, and Unilever expanded its Suave Professionals Natural Hairline with eight new products.

Today's young consumers want to see brands supporting diverse communities in meaningful ways, especially in the Black hair care market. And that is not all; they want to see these values in action.


*Photo credit: Amika*

## U.S.A —the world's most valuable beauty and personal care market.

In the U.S., beauty standards are constantly evolving —from shorter hair trends in the 1920s to hourglass figures in the 1930s, big hair in the 1980s, and pale skin and stick-thin figures in the 1990s.

Present-day Americans, especially the younger generations, are going through a "beauty standards revolution," where people are shunning any standard norms of beauty to embrace diversity and inclusivity. This diversity is evident from makeup color palettes, diverse product lines, and the choice of models used by beauty brands.

Driven mainly by robust consumer demand and expenditure, the U.S. is the world's most valuable beauty and personal care market. In 2020, it was valued at USD 93.1 billion. According to a study, in 2019, the average American household spent USD 197 on cosmetics and personal care products.

In a survey, nearly 52 percent of Americans had bought cosmetic products at Walmart. Most Americans purchase their beauty and personal care products from big-box retailers like Walmart and Target; pharmacies such as CVS, Walgreens, and Rite Aid; and departmental stores and grocery stores. Like the rest of the world, many Americans have moved online.

The younger consumers prefer specialty beauty stores like Sephora, Ulta, or the higher end, Blue Mercury. Beauty subscription boxes have become popular with American consumers with the shift toward online shopping.

# Moving beyond basic grooming.

## Men's beauty products are shaking up gender stereotypes.

An increasing number of men are ditching the soap bar for facial cleansers. The Instagram selfie culture and K-pop are leading a revolution in the men's grooming and beauty market. Men who take a keen interest in skincare are no longer considered metrosexuals.


*Photo credit: @vneed_K*

The global men's personal care market was valued at USD 30.8 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 9.1 percent from 2022 to 2030. Men demand gender-specific products: shampoos, conditioners, moisturizers, face washes, masks, and peels. e-commerce is further fueling this growth.

According to Grand View Research, in the U.S., the skin care products category dominated the men's personal care market and held the largest revenue share of 45.6 percent in 2021.

Brands offering multi-tasking products, making skincare easy and with as few steps as possible, have a higher appeal amongst most men.

Boots, Kiehls, Nivea, Clinique, Hims, and Lumin, have launched some popular skin care products.

In October 2021, Vedix, a customized Ayurvedic beauty brand in India, entered the men's skincare segment with products such as face wash, moisturizer, and overnight serum.

In recent years, men's skincare has become popular in Japan. The biggest departmental store in Japan, Daimaru, promotes men's skincare lines on its website to capitalize on this trend.

*Photo credit: Patrick Starr*

# Beauty for all.

## The advent of genderless beauty brands.

While not an entirely new trend, genderless beauty took a giant step forward in 2020.

U.S.-based influencer and YouTuber Patrick Starr launched his brand One /Size, a genderless range of beauty and makeup products. Japanese brand Shiseido announced trans model and actor Hunter Schafer as one of its global brand ambassadors. American rapper Pharrell Willliams launched his new genderless skincare range, Humanrace. In July 2020, M.A.C. Cosmetics named Lay Zhang, from the South Korean boyband Exo, as its new global ambassador.

### Philippines —Young consumers are willing to increase spend on beauty and personal care.

The obsession with fair skin is prevalent amongst Filipinos just as it is in other parts of Asia, like Japan, China, Korea, Thailand, Malaysia, Indonesia, and India. While there is social activism to create greater acceptance of those with darker skin in the Philippines, the whitening industry is here to stay, as a significant portion of the population wants to lighten their skin.

There is a surge in the Philippines beauty market due to many young consumers willing to try new products, who are also more aware of ingredients and are spending more on beauty and personal care than ever before.

In recent years, there has been an increase in beauty distribution channels, including e-commerce, which has boosted the beauty industry by making beauty products easily accessible.

In 2018, the Philippines' beauty and personal care market was valued at USD 3.3 billion. It is estimated to reach USD 4.7 billion by 2026, registering a 4.8 percent CAGR from 2019 to 2026. According to a study, the supermarket segment was the highest contributor, with USD 801.5 million in 2018. The major players in the Philippines beauty market are L'Oréal, Shiseido, Coty Inc., Estée Lauder., Unilever, Beiersdorf AG, Olay, Kao Corporation, Johnson & Johnson services, Inc. and LVMH.

Some popular Filipino beauty brands are Ellana Cosmetics, Vice Cosmetics, and Happy Cosmetics.

Photo credit: @kahi_official

According to a report, the K-beauty market is projected to reach **$13.9B** — a CAGR of 9 percent from 2021 to 2027. Asia-Pacific is one of the principal regions in the market, accounting for nearly 70 percent of the total K-beauty market share in 2019. Korean brands like Innisfree have established themselves in the global skincare market, touted to be worth close to USD 220 billion by 2025.

# Riding the Korean Beauty skincare wave.

Korean Beauty or K-beauty, as it is widely known, popularized the concept of investing money, strategy, and time into a ten-step daily skincare routine. Online retailers like Peach & Lily and Soko Glam offer a slew of K-beauty products, as do many other online and offline brands available globally.

K-Beauty has made bizarre ingredients, like donkey milk, snail slime, bee venom, pig collagen, and even placenta, mainstream.

The extensive 10-step skincare regime might be overwhelming for some Western consumers, but Asian consumers are happy to adapt it to their skincare regime.

In contrast, J Beauty —Japanese skincare regimen is simple, focusing on natural, timeless beauty. With their complex formulations from deep research and high-quality products, J-Beauty is also a force to reckon with, and Japanese skincare and cosmetics brands have become very popular globally.

| K-Beauty | vs | J-Beauty |
|---|---|---|
| Flawless Complexion | | Natural and Youthful Skin |
| **Multi-steps skin routine** | | **No-frills regimens**<br>Functionality and Simplicity (Ritual and Minimalist) |
| **10 Steps** | | **5 Steps** |
| Complex with layering multiple products | | Simple and straightforward |
| innisfree, Dr.Jart+, MISSHA, PEACH AND LILY | | SK-II, DHC, SHISEIDO, shu uemura |

## Japan—A beauty market with harmonious contrasts

Japanese beauty is a quiet, natural kind with respect for culture, yet innovative and modern. And while the Japanese consumer deeply respects culture and tradition, the beauty market is constantly evolving.

Japanese women understand that having great skin is essential to look beautiful. They have grown up in a culture emphasizing skincare from an early age. While the world is now moving in this direction, a great skincare routine has always been an intrinsic part of Japanese life.

Where the Korean beauty routines are rigorous, with many steps involved, Japanese skincare routines are more straightforward. These routines have been a part of Japanese people for centuries. For instance, double cleansing was used by the Geisha centuries ago to remove thick, oil, based makeup.

The Japanese beauty consumer has always been quality and ingredient-conscious and prioritized sustainability.

The Shiro store – whose products are all made in Japan, is an excellent example of a brand that shows respect for the environment. A global brand, its products use materials extracted from natural Japanese materials, like “sake lees” and “gagome kelp.” The brand also offers a discount for choosing products without a paper box. They produts are ethically produced, cruelty-free, and not tested on animals.

Brands that are successful in Japan, have an understanding of cultural and traditional values, and how they are different from the rest of the world.

For instance, in the West, men give women presents on Valentine’s Day. In Japan, on the contrary, women give gifts to their lovers, mostly chocolate gifts, “Honmei-choco” are chocolates given to lovers on Valentine’s Day, and “giri choco” are chocolates gifted to friends, colleagues, and male family members. On “White Day,” a month after Valentine’s Day, men send gifts to women, including beauty products.

Earlier this year, Shu Uemura, a global Japanese brand, ran a successful Valentine’s Day campaign to encourage people to buy cosmetics with an enticing promotion.

Customers who spent more than JPY 6,600 (about USD 49) at the online shop received a special Valentine's Day designed gift item. The brand also created V-day makeup tutorials, using both limited items and items available all year round.

Japan is the second-largest market for cosmetics, after the U.S. With an annual market value of JPY 1.4 trillion (USD 10.3 billion), Japan is a highly brand-conscious, quality-driven, and fast-moving market and shows no signs of stopping.

CBD skincare market is expected to reach

**USD 3.4b**

by 2026, with a CAGR of 24.80 percent.

# Cannabis Beauty.

## A market full of opportunity, but fraught with regulatory challenges.

CBD, also known as cannabidiol, is the non-intoxicating compound extracted from marijuana or hemp plants.

CBD is extracted as a powder and is mixed with oils, like olive, coconut, or hemp oil, to boost the effectiveness of CBD in several applications. CBD oil-based products have anti-inflammatory, antioxidant, and skin-soothing properties. These remarkable properties in one single blend make CBD oil an effective product in the beauty and personal care segment.

CBD products are touted to effectively help with many skin conditions, like psoriasis, eczema, and acne. These products claim to have calming properties and are used as an active aromatherapy ingredient. Many brands have created anti-aging formulations derived from CBD.

Given the legalization of recreational marijuana in 38 states, the U.S. is at the center of cannabis beauty and self-care. North America is anticipated to lead the CBD skincare market share during the forecast period. The Asia-Pacific is projected to exhibit exponential growth throughout 2026.


*Photo credit: Saint Jane Beauty*

The departmental store distribution segment is anticipated to dominate the global CBD skin care market analysis, with a CAGR of 23.5 percent during the forecast period. The e-commerce segment is estimated to grow at a CAGR of 27.4 percent during the forecast period.

Several CBD beauty brands have flooded the market within a relatively short period to meet the massive demand in a challenging and fragmented market.

**American CBD brands see opportunities and challenges for international expansion**

Where there are massive opportunities in global markets for CBD beauty products, these markets are rife with obstacles and difficulties caused by changing regulations, stringent testing, and even outright bans.

Last year, China's National Institute for Food and Drug Control (NIFDC) proposed legislation to ban CBD and several types of cannabis as ingredients in beauty products. At the time, several brands were actively selling CBD products on China's e-commerce platform, Tmall. This has not discouraged expansion plans for CBD brands because of promising consumer demand in international markets, including China.

There is a massive demand for CBD products in China, where CBD has been legal since 2015. While CBD beauty products are not mainstream, there is growing consumer awareness.
Luxury CBD skincare brand Saint Jane launched in Hong Kong first as a limited-time CBD pop-up through Joyce, a department store for luxury products in Hong Kong. The products sold out quickly, and Joyce added the product to its permanent collection.

Despite challenges, CBD beauty brands are going "all in" with their expansion plans because they see great promise in the future.

## Vietnam —the Vietnamese beauty market offers excellent opportunities for international brands.

Currently, there are two types of beauty standards in Vietnam —one is to follow the West and the other is to follow Korea. People with darker skin tones are considered rural and sun-tanned, so most people strive to achieve lighter skin. They cover themselves from head to toe to avoid sun exposure. Today, it is also increasingly common and accepted to undergo cosmetic procedures in Vietnam.

With one of the fastest-growing middle-class populations in Vietnam, and higher disposable income, the demand for beauty products is rising. The pandemic affected the revenue from the beauty market to some extent but is projected to rebound.

The beauty and personal care market revenue amounted to USD 2.26 billion in 2022. The market is expected to grow annually at a 5.9 percent CAGR through 2025. Personal care alone has a market volume of USD 1.03 billion in 2022, making it the market's largest segment.

The Vietnamese beauty and personal care product market are growing, and many international beauty brands are taking note. It's an excellent time for International brands to expand into Vietnam.

According to the U.S. Bureau of Census Foreign Trade database, beauty and personal care imports accounted for USD 954 million in 2019, with U.S. imports accounting for USD 85.4 million. The top five U.S. exports to Vietnam consisted of cosmetics ingredients, shaving products, hair care products, makeup and skincare, and soaps. Singapore, Korea, Thailand, European Union, and China were other sources of exports.

Notable trends in the market include greater demand for natural and organic products among the youth and an interest in men's grooming. Like in other markets, the pandemic accelerated the use of e-commerce with websites including Shopee, Lazada, and Tiki.

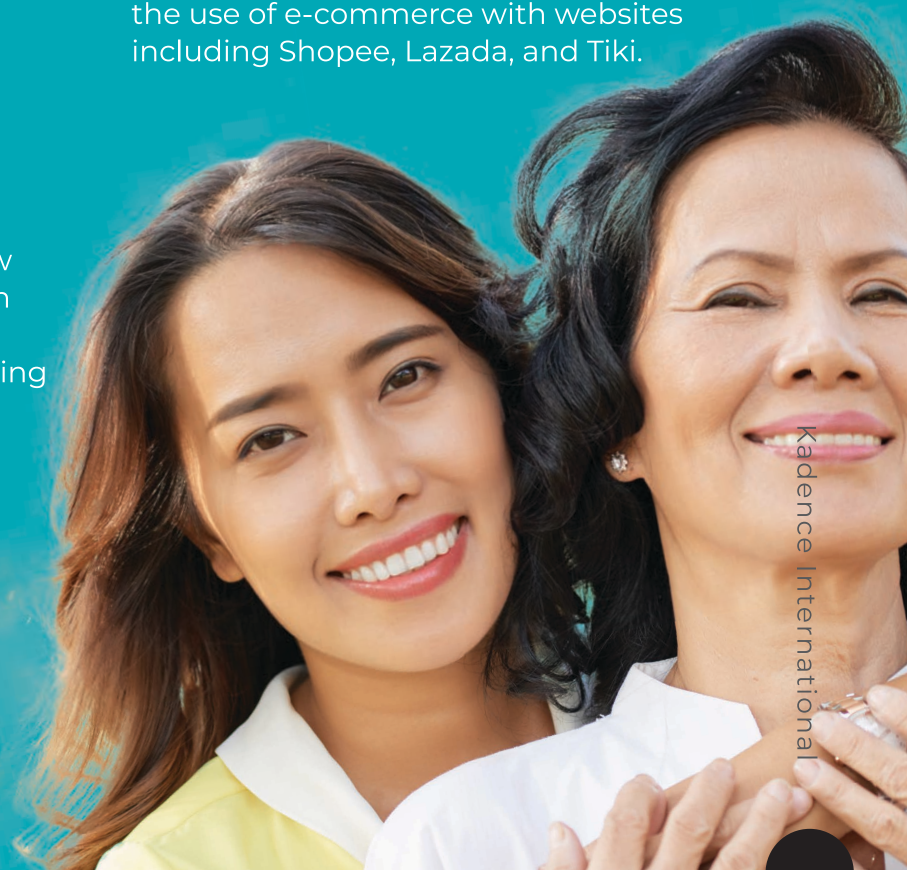


Photo credit: @pembrokevct

# You are what you eat: Ingestible skincare.

While supplements for promoting skin health and hair and nail growth have been around for a long time, ingestible beauty products are more like edible skincare.

Japan spearheaded this space with Orbis Defencera, an edible game-changing skincare solution that is as easy as opening the sachet and pouring the Yuzu-flavored powder into your mouth, far less time-consuming than a skincare routine, and, therefore, perfect for busy lifestyles. The technology took a decade to develop and works by activating the skin's natural ability to prevent evaporation on the surface. It is made from brown rice, replicating skin that has been treated with moisturizer for a full day. This edible moisturizer was a resounding success; it sold over half a million units in its first few months on the market.

Singapore-based skincare brand, Recherche, has a range of edibles for collagen and skin brightening. Kapiva, an Ayurvedic wellness brand from India, offers a line of edible beauty and wellness products.

In the U.S., makeup and beauty expert Bobbi Brown launched Evolution 18 after leaving Bobbi Brown Cosmetics in 2016. These ingestible beauty products are packed with active ingredients.

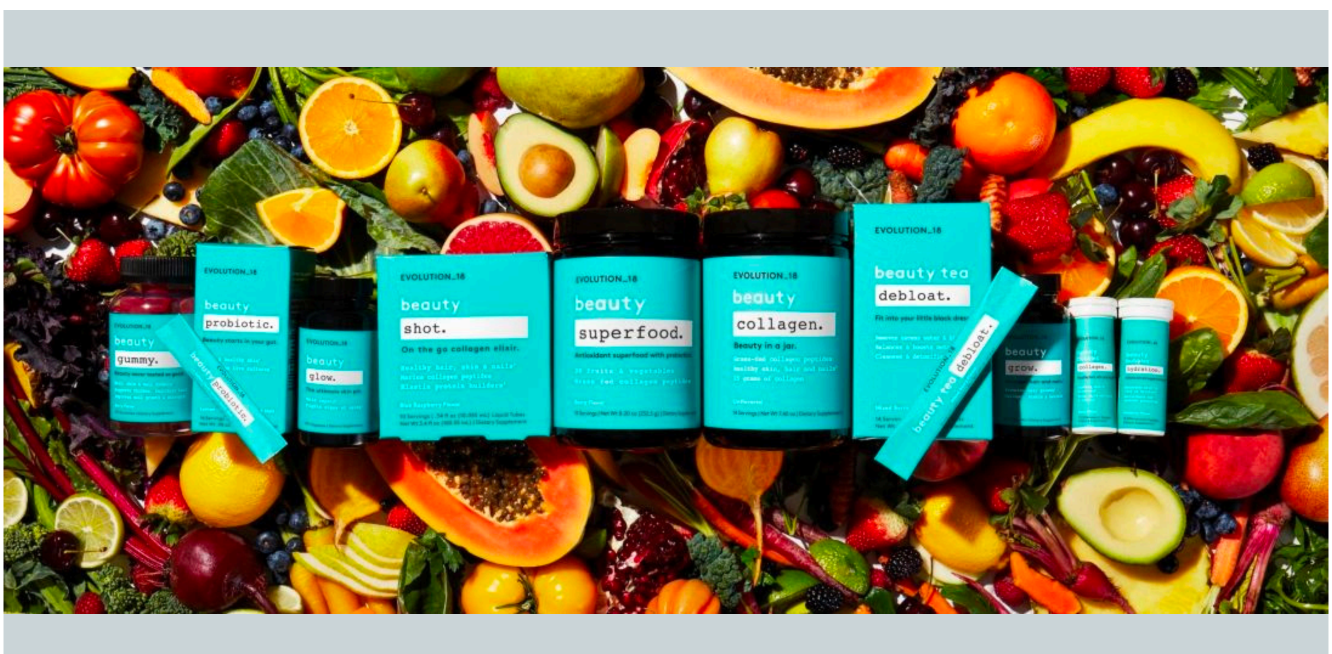



*Photo credit: Bobbi Brown*

# Beauty with a conscience.
## The era of sustainable brands.

Today's environmentally-conscious consumer is looking for brands incorporating eco-friendly and sustainable practices into every step from production and packaging to distribution and sales. It's about sustainably sourced ingredients, ethical manufacturing, clean formulations, and eco-friendly and biodegradable packaging. The beauty industry uses water as a highly used ingredient, and plastic packaging is harmful to the oceans, so brands are becoming more blue beauty-focused to protect the environment.

A few years ago, U.K.-based bath and body brand, Lush, launched Naked, a range of solid shampoo bars, conditioners, soaps, and massage bars to do away with plastic packaging. Most Lush products come packaging-free.

Singapore-based beauty brand Glowfully not only offers products that do not use nasty ingredients like parabens, phthalates, sulfates, and formaldehyde, but its H20 Jelly Mask is also a zero-waste product.


*Photo credit: Glowfully*

## Indian Beauty Market —A combination of modern clinical skincare and ancient Ayurvedic techniques

In India, women were raised on Ayurvedic principles for wellness and beauty. For centuries, face masks have been quickly whipped up using everyday ingredients from Indian kitchens and beauty recipes passed on from previous generations—gram flour for exfoliation, honey, and yogurt for moisturizing, rose water as a toner, turmeric for glow, and coconut oil for healthy hair. Chemicals and unnatural ingredients were frowned upon, which explained the market's massive appetite for Ayurvedic and natural brands. However, the Indian beauty market is going through an evolution, and today's Indian consumer is looking for a combination of Ayurvedic and modern clinical techniques and ingredients in their skincare and beauty regime. The pandemic further spurred an interest in health, welness, and Ayurvedic principles.

The Indian consumer is well informed due to a growing trend toward Direct to Consumer (D2C) brands in the marketplace. D2C brands communicate and educate consumers as part of their strategy. Social media also contributed mainly to this beauty education revolution in India, with several social media creators in the beauty space.

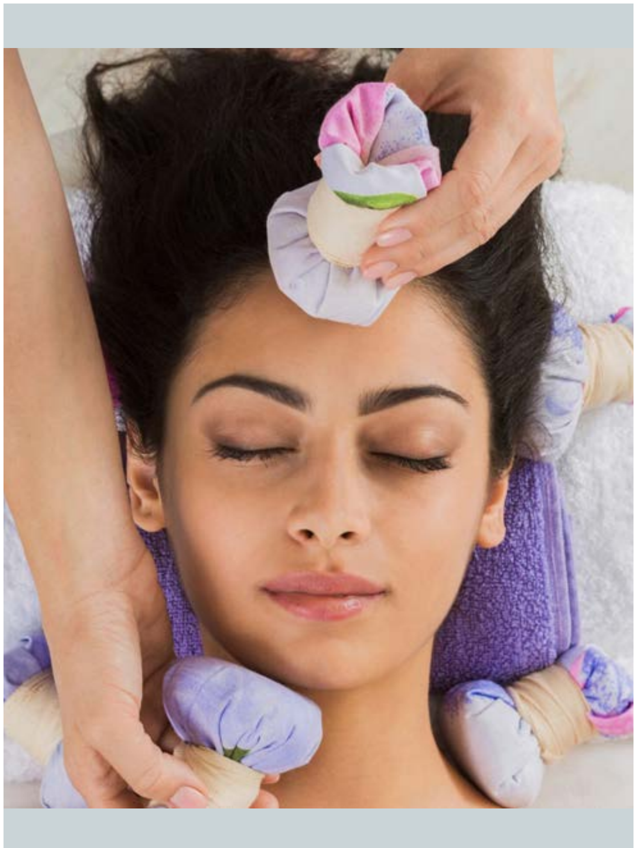
The Indian consumer cares about ingredients, sustainability, and brands that do not harm the individual or the environment.

Many Indian skincare brands are capitalizing on skin care routines and the self-care boom. Preventive skin care is also a massive opportunity as consumers use Vitamin C and sunblock to protect their skin. The post-pandemic shift toward wellness and natural products with no side effects has again put Ayurvedic brands front and center. The ancient science of Ayurveda has stood the test of time in the country, with Ayurvedic brands like Forest Essentials and Kama breaking into the luxury beauty market.

CASE STUDY:

# Deep-rooted beauty.

## How Forests Essentials created a luxury Ayurvedic beauty brand from the ground up.



Forest Essentials is a Delhi-based luxury brand that buries dates and lychees under a banyan tree to make its Eternal Youth anti-aging cream. Based on ancient Ayurvedic wisdom, the fruit is fermented under the banyan tree at a certain pace, and workers at the factory chant special mantras while mixing the ingredients for positive vibrations.

Around 2000, the founder of Forest Essentials, Mira Kulkarni, personally funded the company and started with some handmade soaps given to family and friends. She soon got a small order from Hyatt Regency hotel, New Delhi. She started a line of Ayurvedic cosmetics and began supplying to luxury hotel chains like Taj Hotels, The Oberoi Group, The Ritz Carlton, and The Four Season. The company also ships its products internationally.

In 2007, the global cosmetics giant Estée Lauder partnered with Forest Essentials with a 20 percent stake in the Indian firm, marking its first investment in India. At the time of writing this report, the company has 80 stores in India, supplies its products to nearly 190 hotels, and exports to 120 countries, with plans to expand to Selfridges in the U.K.

With its natural ingredients rooted in the ancient Ayurvedic philosophy, a C.S.R. campaign, and commitment to clean, green beauty, Forest Essentials has become a brand to reckon with in the luxury beauty market.

Post liberalization, the Indian consumer has seen an exponential increase in products in every category, and the luxury goods market has exploded in the past decade.

In recent years, shopping malls have opened even in smaller cities, and luxury brands like Louis Vuitton and Chanel have opened stores to lure the Indian consumer with higher disposable incomes. French cosmetics retailer Sephora has also expanded into India.

2020 Anti-Aging market

**USD 58.5b**

and it is estimated to see a compound annual growth rate (CAGR) of seven percent between 2021 and 2026. Other significant markets for this category are Japan (3.9 percent) and Canada (4.8 percent) from 2020-to 2027.

# The eternal quest for youth and the anti-aging market.

The quest to look and feel young is an age-old obsession that transcends borders. Spanish adventurers searched the Americas for a rumored fountain of youth as early as the sixteenth century.

And now, the cosmetics industry is constantly innovating to help customers regain their lost youth and preserve it for as long as possible.

## China —A market driven by Gen Z and Millennials interested in personalization, digital innovations, and domestic brands.

China's beauty industry is booming, and brands that resonate with Millennials and Gen Z will see huge success. In 2020, women under 40 accounted for approximately 70 percent of the total market. These younger consumers are highly knowledgeable about skincare and look for individuality and personalization.

A Statista report shows that the Chinese beauty and personal care market will be worth more than USD 78 billion by 2025.

In 2020, impacted by the pandemic, the cosmetics market in China dropped for the first time since 2012. However, China's cosmetics market is expected to revive in the coming years and reach CNY 512.5 billion (around USD 76.5 billion) by 2023.

As a result of the burgeoning spending power of the country's rising middle class, the market is characterized by several trends —highly brand-conscious consumers and the rise in luxury products, personalization, a steadily growing female population, rapid urbanization, a growing number of male beauty consumers, social media, and digitization and e-commerce. China's dynamic beauty market is growing annually at a CAGR of 8.61 percent.

2021 Global Cosmetic Surgery market is projected to grow from

**USD 46.02b**

to USD 58.78 billion in 2028 at a CAGR of 3.6 percent in the forecast period, 2021-2028.

# Beauty services and cosmetic procedures are becoming commonplace.

The beauty services market consists of beauty salons, nail salons, derma clinics, and spas. According to recent reports, the global Spas and Beauty Salons Market in 2019 was approximately USD 144.48 billion. The market is expected to grow at a CAGR of 6 percent and reach around USD 217.25 billion by 2026.

Consumers, both men and women, increasingly turn to salons and spas to rejuvenate and destress. Busy lifestyles, urbanization, higher disposable incomes, and an inclination toward self-care drive growth in this sector.

North America is projected to lead the global spa and beauty salon market during the forecast period.

### Cosmetic surgeries and procedures

There is a growing awareness and willingness, especially among the younger generations, to avail of highly sophisticated and advanced technology for many surgical and nonsurgical procedures. Nonsurgical procedures like Botox, derma fillers, micro-needling, and other injectables are more readily available today. In a social media-dominated world and selfie-culture, a growing focus on appearances and aesthetics has also led to a great interest in cosmetic surgery to improve appearance.

A rising middle class, the growth of social media, and a strong desire to fit the beauty mold have propelled the Chinese cosmetic industry. In China, cosmetic surgery helps people achieve their desired beauty standard, and most plastic surgery is centered around eye surgery.

*Photo credit: Wu Xiaochen*

## Indonesia —The rise and awareness of Halal beauty, and a market that adheres to religious tenets.

Indonesian beauty standards center around light skin and tall, athletic frames. In the Indonesian beauty industry, whitening products are among the most popular with the highest revenue.

Unlike conventional cosmetics and makeup, Halal beauty products follow Islamic beliefs and are free from pig-derived and other ingredients forbidden in Islam.

A pioneering halal beauty brand was Wardah, a local Indonesian brand that entered the market in 1995 —a time when there were few halal-certified brands and very little awareness of halal products among the consumers. Things have changed since, and today, there is a better understanding of halal, and brands are going above and beyond to meet the demand as they innovate and create halal products that also provide additional benefits like anti-aging, hydration, acne control to give the customer what they want while keeping the halal certification.

According to GlobalData, the domestic makeup sector is estimated to grow at a CAGR of 5.7 percent from 2020 to 2025, driven by the certified halal makeup market. Many brands like Luxcrime, Mad, Color, and Esqa cater to Gen Zers with their packaging, and Base is a D2C skincare brand shipped to the consumers. B.L.P. beauty is an inclusive Halal-certified beauty brand offering a wide selection of makeup for all skin tones.

In 2020, the Halal-certified beauty market had a global turnover worth USD 74.7 billion. With growing religious awareness among younger Muslim consumers, sales of halal cosmetics are estimated to grow at a 9.6 percent CAGR until 2026. As a result of a larger Muslim population, South-East Asia is the primary market for halal beauty products.

Indonesia is the largest halal consumer market in the world. Implemented in 2019, Indonesia's Halal Product Law applied to cosmetics and non-food products. This law is partly responsible for the growth of Halal beauty.

For international brands looking at expanding into Indonesia, this means they would be treated as non-halal unless certified "halal" by an accredited body.

The 2021 global hair care market is projected to grow from

**$77.15B**

to USD 112.97 billion in 2028 at a CAGR of 5.6 percent in the forecast period, 2021-2028.

# The hair care market is booming and still has headroom to grow further.

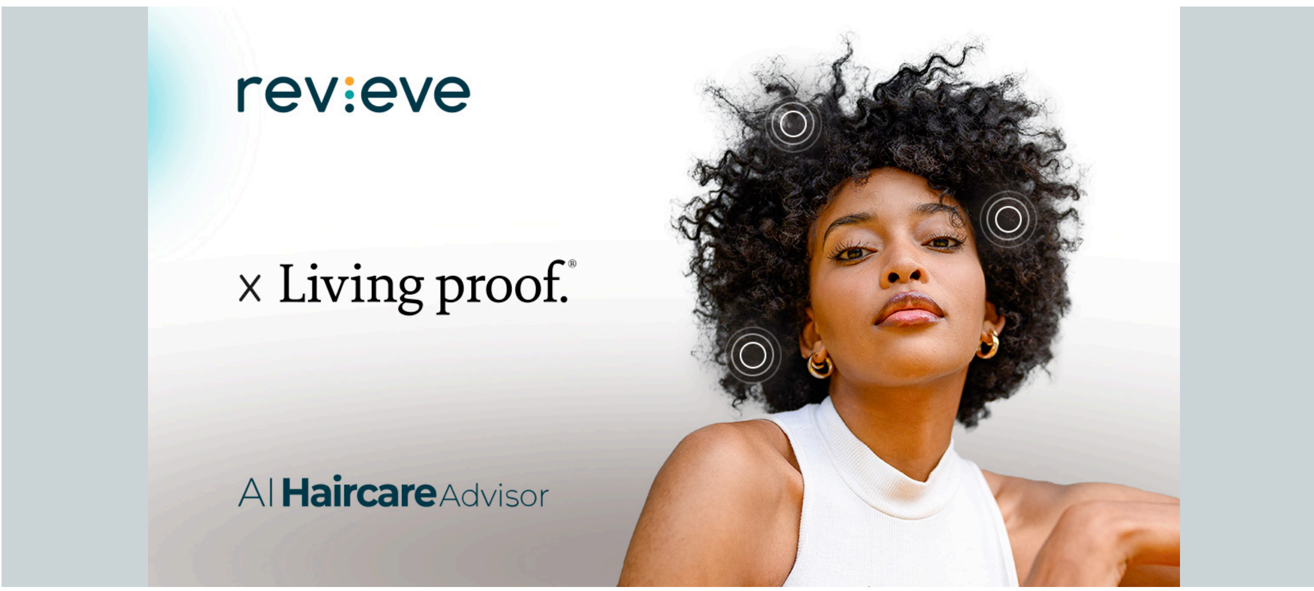



*Photo credit: revieve*

In the global hair care products segment, the U.S.A, Canada, Japan, China, and Europe will drive the 4.6 percent CAGR estimated for this segment. China will remain among the fastest-growing in these regional markets. Led by countries such as Australia, India, and South Korea, the market in Asia-Pacific is forecast to reach USD 2.6 billion by 2027, while Latin America will expand at a 5.9 percent CAGR through the analysis period.

Today's consumer understands the harmful effects of chemicals and specific ingredients, like parabens, sulfates, synthetic colors, phthalates, propylene glycol, mineral oil, and petroleum. Therefore, many brands are moving toward plant-inspired and premium botanical ingredients.

In 2020, when salons shut down, consumers turned to D.I.Y. techniques for root touch-ups and other hair treatments. This led to a growth of D.I.Y. products, like at-home hair coloring kits.

Technologies like A.I., V.R., and A.R. play a massive role in the hair care market. D2C brands like Madison Reed, a hair coloring brand, use quizzes and machine learning to recommend the most suitable

products and hair colors. They also use chatbots and one-on-one consultations to help consumers purchase the right products online.

V.R. takes the guesswork out of how a particular haircut, hairstyle, or color will look on the users. Smart devices help diagnose scalp issues and provide treatment options for different hair problems.

According to a study, the overall Chinese haircare market gained a steady growth rate of 4.8 percent in 2020. There is a growing concern for baldness, especially in the 20-40 year segment, and 94 percent of Chinese consumers believe scalp care is as critical as skincare. They are also looking for premium products. Shampoo is the highest demanded product in the personal care segment and, therefore, attract stiff competition.

Second, only to the U.S., China is the second-largest market for hair care products worldwide and holds the largest market share in the Asia-Pacific region. It will further increase the demand for hair care products in the area, making Asia-Pacific one of the largest markets for hair care products over the next five to ten years.

# Beauty is a beast. The beauty sector in a nutshell.

The beauty and personal care market is thriving one of the fastest-growing consumer markets, driven by the cosmetics and skin care segments. The younger generation is an important consumer segment, and therefore, driving trends in the beauty sector worldwide.

Consumers know retinol from retinoids and are highly knowledgeable and aware of beauty ingredients. Social responsibility and sustainability are essential purchase considerations. As a result of the world wide web, trends worldwide spread like wildfire and are transforming consumers' daily beauty and skincare routines.

# Sources:


https://www.alliedmarketresearch.com/press-release/philippines-beauty-and-personal-care-market.html

InsightAce Analytics report

https://digiday.com/marketing/the-sky-is-very-blue-why-u-s-beauty-brands-see-global-opportunity-along-with-challenges-for-cbd-products/

https://www.prnewswire.com/news/financialnewsmedia.com/

https://www.prnewswire.com/news-releases/global-cbd-skin-care-market-size-anticipated-to-reach-3-4-billion-by-2026--with-a-cagr-of-24-80-301448736.html

https://www.cbinsights.com/research/direct-to-consumer-retail-strategies/#glossier3

https://www.fortunebusinessinsights.com/cosmetic-surgery-market-102628

https://makeup.lovetoknow.com/History_of_Makeup_in_Egypt

https://www.smithsonianmag.com/arts-culture/the-history-of-the-flapper-part-2-makeup-makes-a-bold-entrance-13098323/

https://www.byrdie.com/native-american-beauty-secrets-2442783

https://www.statista.com/statistics/875794/china-cosmetics-market-size/

https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/how-covid-19-is-changing-the-world-of-beauty

https://www.fortunebusinessinsights.com/cosmetic-surgery-market-102628

https://www.statista.com/statistics/509679/value-of-the-global-anti-aging-market/

https://www.alliedmarketresearch.com/k-beauty-products-market

FortuneBusinessInsights.com

https://www.ipsy.com/blog/march-2022-glam-bag-plus-build-your-bag-spoilers

We are Kadence

# Connecting the dots to elevated decisions.

Kadence International is a worldwide market research agency with a distinctly local feel. While our capabilities are global, your experience is radically personal. After all, your customers don't fit in a box and your approach to research shouldn't either.

We're known for excelling when other agencies stumble. Have a difficult-to-reach audience? We've got it. Our experienced team has a way of connecting dots to ensure all voices are heard.

Always keeping an eye on the future, we are adept at marrying traditional methods with the latest modern tools. Let us answer your most challenging questions so you can make elevated decisions. We make the tough look easy.

Click to discuss a project with our team or request a proposal

Kadence International

CHINA . INDIA . INDONESIA . JAPAN . PHILIPPINES . SINGAPORE
THAILAND . UK . US . VIETNAM

KADENCE.COM