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Title – “The Next Generation of Beauty – Longevity, Well-ageing and a Lifetime of Total Skin Health.”

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Abstract –

The beauty industry is entering a period of rapid transition, moving away from age related aspects of appearance towards a broader understanding of the total functionality of skin. Skin is a complex biological tissue, innervated, protective, tactile and reactive. Skin's multi-functionality extends into immunity, it is affected by internal factors such as lack of sleep and stress and has a role to play in mood and mental wellbeing.

To achieve a lifetime of total skin health we need to understand the key factors which affect skin throughout consumers ever-increasing lifespan. How does nutrition, fitness, the external environment and the products they use contribute to their skin's lifestyle legacy. The omnichannel retail and digital environments provide new opportunities for consumer engagement, allowing beauty buyers to use products for optimal effect, reducing product wastage, an important factor for conscious consumers.

The wellness megatrend is driving consumers to view health and wellbeing in a holistic manner providing opportunities for brands and retailers to engage across multiple categories and deliver purpose led solutions not only in terms of appearance but also enhancing quality of life.

The growing aged demographic wants to age well, including skin health and its appearance, whilst the younger population look to use personal care products to support mental health and overcome stress and anxiety.

In this poster we share our latest consumer survey alongside multiple trends and insights which, when analysed, add up to a credible and thought-provoking image of how the future of beauty will be realised.

Keywords –

Futurism; consumer; wellness; science; communication

## Introduction –

Beauty is entering a state of rapid transition as it's focus moves away from anti-ageing to healthy ageing. The industry also needs to understand the role it has to play in ensuring new products are purpose led to support global sustainability goals.

To be able to successfully respond to this it is vital to gather and thoughtfully interpret the key trends influencing the direction future beauty will take.

A complete understanding of the needs and behaviours of the future beauty consumer is also required.

This knowledge can then be used to identify the formats and science which will support new product launches mapped to the personal aspirations and goals of the future beauty buyer to guarantee consumer satisfaction, reduce waste and optimise the lifecycle of products ensuring the beauty industry has a sustainable future.

The objective of this project was to gather and distil the key information required to provide a complete understanding of the next generation of beauty products and how they meet consumer needs and sustainability goals whilst simultaneously providing the innovation required to ensure the industry continues to evolve.

## Materials and Methods –

Relevant trend and insights information was gathered from a broad variety of resources and critically appraised according to the method described by Rohit Bhargava [1].

Twelve specific insights will be generated in line with the previously developed Smink trends analysis model –

Consumer Insights	Market Insights	Supplier Insights	Scientific Insights
Trends Insights	Customer Insights	Influencing Factors	Market Launches
Media Insights	Social Listening	Cross Category Insights	Intellectual Insights

A large UK based beauty consumer survey has been commissioned with Cutest Ltd Cardiff to generate insights into consumer behaviours and needs and to understand their expectations of what beauty needs to deliver in the future. The results of the survey will be collated by Smink to identify key targets and these will be shared in the final poster (note this survey will take place after June 2022).

Results –

Insights -

Today's beauty consumer is more sophisticated and more demanding than ever before. Top areas to ensure engagement with consumers are – sustainability, personalisation, inclusivity, tutorials and expert guidance and innovation through formats, ingredients and science stories.

The conscious consumer makes buying decisions based around the sustainability and environmental impact of the brands they buy. It has been shown that in the past year conscious consumers are practicing what they preach and paying more for brands which support their personal sustainability goals[2]. Interestingly a recent consumer survey showed that more than 70% of shoppers do not believe that sustainable products need to be more expensive than non-sustainable equivalents[3].

The modern consumer demands that products are a perfect match for them, far beyond the mass-customisation we have seen in the past. Brands are already embracing this, most websites now have at least a basic questionnaire on for example skin and hair, this needs to become increasingly interactive and completely omnichannel in the future to engage and coach the consumer, ensure compliance and drive huge brand loyalty[4].

Inclusivity is fast becoming a given in the FMCG industry and rightly so. Fenty Beauty changed the landscape with its colour cosmetics range featuring a huge shade pallet and we have also seen from P&G packaging which is suitable for visually impaired consumers. This needs to be a continuing and growing trend making beauty accessible to all.

Consumers also have a desire for ever more efficacious products. Improving product efficacy requires the use of innovative ingredients whether they are to optimise the formulation or actives bringing new science stories and claims.

The Wellness industry will have a huge impact on beauty and brings in a holistic viewpoint which will also include physical fitness, mental health and diet. A total approach to beauty which combines all these factors will be the key to success with beauty from within supporting topical application of product to ensure complete body health.

The definition of beauty is constantly evolving as the industry moves away from the tired anti-ageing trope towards a more proactive healthy ageing focus. The global demographic is shifting towards a growing aged population, these consumers want to embrace well-ageing and a life time of skin health. A recent Euromonitor survey showed that the key way beauty is defined in the modern world is through “looking Healthy”, “Being Comfortable in Your Own Skin” and “Inner Confidence”. Indeed the report concluded that “Evolving health and wellness priorities around physical and emotional health point towards consumers seeking authenticity and transparency. The change in values towards a more simplistic and authentic approach will drive consumers to seek products that foster accessibility and purpose.”[5]

There is huge demand on social media for beauty tutorials which coach the consumer in how best to use the products they buy. These also drive compliance ensuring the consumer gets the highest possible efficacy. The digital environment can be very successful in supporting the growth and loyalty of brands being both an expert in the pocket for guidance on product choice and also giving the consumer support throughout their beauty journey. To make the most of social media, digital beauty and the rise of direct to consumer purchases resulting from the global pandemic, beauty retail needs to adapt and embrace the frictionless omnichannel experience. This does not mean that bricks and mortar stores will become irrelevant, more that they will have a different role to play. This is described as one large beauty retailer as the “O+O” opportunity – online and offline. To quote from the press release, “O+O is totally different. It is more about creating an integrated experience to better serve customers’ needs, that enables them to shop across any channel, anytime, anywhere. The motivation behind driving and delivering this new O+O standard is clear, there is no cannibalisation in customers' spending in physical stores. In fact, O+O customer spends 3 times what an instore-only customer shops with us. It's about creating bigger share of wallet and higher customer lifetime value. Retail is not dead; it just needs to be better for our customers.”[6]

#### Discussion –

The above insights show that the beauty market is rapidly evolving. Consumer power and influence is higher than ever with minority consumer groups now able to leverage huge change in a market place, see by way of example the massive impact veganism (estimated to be around 4% of the UK population) has had not only on the food industry but also the beauty industry.

Brands need to fully understand the goals and needs of a variety of different consumers and engage with them through social media and omnichannel retail. They must also understand the influence that will happen due to the growing interest in wellness and the holistic halo effect that will have.

#### Conclusion –

The future of the beauty industry is being driven by consumer power and their needs and personal goals, not only in terms of beauty but also including sustainability, health and retail. To win in the future beauty market brands must develop and place in the market products which are purposeful and embrace innovation science and technology across ingredients, formats, skin science and packaging.

Beauty is an industry that demands innovation and new, in the future this must be met in a thoughtful sustainable way.

#### Acknowledgments –

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## Conflict of Interest Statement –

NONE

## References –

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