

Key Trends:

Beauty brands are taking steps towards inclusivity, full transparency, and prioritizing natural and plant ingredients.

We take a closer look into what's trending.



Power in Purpose & Inclusivity - The Next Generation of Consumers

Brands that focus on inclusivity and purpose are leading the way in the most delicate and controversial societal issues of our times.

According to Nosto, “younger consumers, specifically those ages 18-29, are finding it increasingly more important to identify with other brand customers before they choose to become a customer themselves.”

For younger consumers, community-driven platforms, social media, and influencer-based marketing are critical. Generational notable movements such as Black Lives Matter, human and civil rights for all, LGBTQ inclusivity, supporting women, and the self-love and positivity message are essential talking points for brands. Brands that show support in areas like these send a clear message to young consumers and encourage brand interaction, connection, and loyalty.

Furthermore, recognizing the non-conforming unisex movement in your brand identity can be an impactful tool in this new-age gender revolution as well. Using gender-inclusive and fluid language promotes gender equality and can help eradicate gender bias in the beauty world.

Notable brands doing great work in this space include Kinship, Bathing Culture, Even Prime, Noto, Youth Foria, WLDKAT., Youth to the People, LYS, and Exa Beauty.



Bathing Culture

Bridging Safety, Health, and Consumer Trust “Clean Beauty”

Brands are being held accountable, those who are providing full transparency are leading the way and gaining consumer trust in the new online shopping paradigm.

According to the Environmental Working Group (EWG), beauty products are heavily unregulated by the government. Currently, cosmetic companies have free reign to include harmful and toxic chemicals in their products without any legislation to disclose them. After using a handful of harmful & toxic substances for decades, the beauty industry has turned a corner as consumers are demanding to see less synthetic, petroleum-based ingredients and more ingredients of natural origin.

New-age digital platforms and the shift to online consumerism have allowed brands to share their identity and provide complete transparency regarding ingredients, sustainability, and ethics. According to Nosto, "out of various ethical labels that beauty brands use to describe their products, 'clean' (68%) and 'cruelty-free' (65%) are the most likely to drive online purchases. 59% of overall respondents look for products advertised as 'natural and organic.'

Along with social media and other marketing tools, platforms and applications such as Skin Deep®, EWG VERIFIED™, and Think Dirty, have reinvented the way consumers can gain safety insight and have created a new medium for consumers to gain trust when it comes to their health without the need for in-person or virtual sales interaction.

Furthermore, the EWG VERIFIED™ mark signals products meet their strictest criteria for transparency and health where Think Dirty provides the opportunity to become a verified brand partner and uses a rating system to determine how "dirty" a product is. These apps can increase traffic, social engagement, and brand recognition just through their vetting standards alone.



The Beauty of Plants – Farm to Face

Consumers are driving research and innovation, focusing on plants' medicinal and beauty benefits, shifting the market away from synthetic ingredients.

Medicinal plants are widely used as bioactive raw materials for cosmetics and personal care products in the beauty industry. Of the many plant ingredients available – flowers and plant seed oils are the most coveted, where mushrooms have been an influential trend seen in the last couple of years. Notable innovations in algae, wild seaweed, hemp, and cannabinoids are saturating the beauty market as well.

Plant material can come from various sources, including commercial production, horticulture, and wild harvest in developing countries. The point to note is that the shift from synthetic and chemical-based ingredients has spotlighted the medicinal compositions of plants and natural ingredients, directly from the farm to your face.

Notable brands in the space include [Biophile](#); their products are powered by probiotic bacteria, botanicals, fungi, and superfoods in a unique bio-fermentation process that results in nutrient-dense broths that support the skin's microbiome. [Noshaba Apothecary](#) utilizes the healing power of botanicals with the use of extracts from African Marigolds. [Plant People](#) and [Wildflower](#) are brands in the hemp and CBD space. Brands such as [Herbivore](#), [Moon Juice](#), and [WLDKAT.](#), all have products using the mushrooms. [Bloom Effects](#) is made from tulips and [Superbloom](#) made from cactus flower and passion flowers. [Osea](#) and [Haekels](#) use wild seaweed in their product innovation, while [100percentpure](#) used fruit to pigment their products.

