

Ingredient Trends in Beauty - US - October 2018

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"The beauty market is very diverse with a wide array of product offerings that make one-size-fits-all marketing an impossible task. Ingredients are a way brands work together cross-category, with many brands looking to other segments (ie food, supplements) for inspiration."
- **Alison Gaither, Beauty & Personal Care Analyst**

This report looks at the following areas:

- Women aren't sold on natural ingredients
- Younger consumers driving ingredient fear – regardless of evidence
- Consumers are driven by efficacy over ingredients

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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