

Ingredient Trends in Beauty and Personal Care: Incl Impact of COVID-19 - US - October 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and ingredient trends in beauty and personal care markets
- How the market will fare in a post-COVID-19 down economy
- Consumers' beauty and personal care behaviors and resources for learning about ingredients in products
- Consumers' awareness of active and natural ingredients

Although the natural movement continues to shape the industry, increased demand for sustainability, transparency, ethical sourcing and efficacy in products will lead more brands to rely on synthetic and engineered ingredients as a way to harvest natural in a viable manner. Heightened concerns over health and safety due to the COVID-19 pandemic are leading more consumers to demand that brands provide detailed information regarding ingredient sourcing and the production process to ensure products are clean, safe and healthy.



"The unprecedented arrival of COVID-19 is accelerating demand for clean products. This will impact not only beauty categories but also highly functional personal care categories, suggesting that brands within these categories will need to tap into clean beauty sooner than they anticipated."

– Olivia Guinaugh, Home & Personal Care Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition

EXECUTIVE SUMMARY

- Top takeaways
- Ingredient trends to watch
- Despite momentum, CBD has room to grow
- What's old is new – and higher quality will resonate
- Gain customers with functional hero ingredients
- Consumers expect brands to align with their values
- Adults expect a new level of transparency

Figure 1: Select reasons for researching ingredients and shopping behaviors, July 2020

- Young adults will spend more for sustainability
- Role of the digital experience grows as industry moves online
- Impact of COVID-19 on beauty and personal care

Figure 2: Short-, medium- and longer-term impact of COVID-19 on beauty and personal care, May 2020

THE MARKET – KEY TAKEAWAYS

- Impact of COVID-19 on beauty and personal care
- Brands facing ingredient bans, aging population and “tweakments”
- Further opportunities for health-focused, synthetic and maskne-fighting ingredients

BPC INGREDIENT RESEARCHERS BY THE NUMBERS

- Impact of COVID-19 on beauty and personal care
- Lockdown
- Re-emergence
- Recovery
- COVID-19: US context

Figure 3: Short-, medium- and long-term impact of COVID-19 on beauty and personal care, July 2020

MARKET FACTORS

- Ingredient bans are on the rise
- Aging population presents challenges for BPC market

Figure 4: Population aged 18 or older, by age, 2015–25

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Executive Summary

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- **Growing popularity of “tweakments” will change BPC product needs**

Figure 5: Revision Skincare’s Revox™ 7

MARKET OPPORTUNITIES

- **Health-focused ingredients are set to flourish**
Figure 6: BPC products featuring probiotics and/or vitamin C
Figure 7: The Beauty Chef’s Well Spray
- **De-stressing ingredients are a must in today’s COVID-19 world**
Figure 8: Cocokind Collective Highlighters and Kaia Naturals’ Turmeric Detox Effervescent Hot Bath
Figure 9: The Body Shop’s CBD Soothing Oil-Balm Cleansing Mask
- **Be on the lookout for new cannabinoids to enter the BPC space**
- **Niacinamide is trending now... is cica next?**
Figure 10: Social media posts about niacinamide
- **Maskne increases the need for zit-fighting ingredients**
Figure 11: DERMAdoctor Lucky Bamboo – Probiotic Fermented Wasabi Pressed Serum
Figure 12: Mustela’s Stelatopia Skin Soothing Pajamas
- **Expect a growing acceptance of synthetic natural ingredients**

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Be inspired by skincare, lead movement on sustainability and use online sources**

COMPETITIVE STRATEGIES

- **Be inspired by ingredients making inroads in facial skincare**
Figure 13: Instagram post about Surface Deep’s Anti-Odorant
- **Neutrogena taps into the “skinification of hair” by using hyaluronic acid in haircare**
Figure 14: Neutrogena Healthy Scalp Hydro Boost Shampoo
- **Sustainability is poised to play a larger role in BPC moving forward**
Figure 15: Mintel Global Trend Driver Surroundings
Figure 16: Instagram post from One Ocean Beauty
Figure 17: Coty Inc.’s new sustainability platform
- **Influencers and social media are taking the wheel in BPC education**
Figure 18: Instagram post from Hiram Yarbro

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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THE CONSUMER – KEY TAKEAWAYS

- **COVID-19 has upended how consumers learn about ingredients**
- **Ingredient research driven by safety concerns, but efficacy is crucial**
- **Wider usage of biotech will boost knowledge of lab-grown ingredients**
- **Science aids some ingredients, while controversy detracts others**
- **Natural ingredients benefit from being easily recognizable**
- **Adults are striving to be more informed in their BPC purchases**

RESOURCES FOR LEARNING ABOUT INGREDIENTS

- **COVID-19 has upended how consumers learn about ingredients**
Figure 19: Resources for learning about ingredients, July 2020
- **Men and women are doing their research, but in different ways**
Figure 20: Select resources for learning about ingredients, by gender, July 2020
- **Reliance on online resources is on the rise among adults aged 18-44**
Figure 21: The Good Face Project app and Billie's Clean Cash Calculator
Figure 22: Select resources for learning about ingredients, by age, July 2020
- **Asian and Hispanic adults are research-savvy**
Figure 23: Select resources for learning about ingredients, by race and Hispanic origin, July 2020

REASONS FOR RESEARCHING INGREDIENTS

- **Ingredient research is driven by safety concerns, but efficacy is crucial**
Figure 24: Reasons for researching ingredients, July 2020
- **Eco/ethical claims are a whitespace in the men's BPC market**
Figure 25: Select reasons for researching ingredients, by gender, July 2020
- **Adults aged 18-44 require eco-ethical ingredient reassurance**
Figure 26: Instagram post from Grove Collaborative
Figure 27: Instagram post from Eighteen B

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Focusing on health can help brands better reach mature audiences**

Figure 28: Select reasons for researching ingredients, by age, July 2020

ATTITUDES AND BEHAVIORS TOWARD INGREDIENTS

- **Piquing interest in biotech key to accepting lab-grown ingredients**

Figure 29: Attitudes and behaviors toward ingredients, July 2020

- **Women are more diligent with ingredient research**

Figure 30: Select attitudes and behaviors toward ingredients, by gender, July 2020

- **Lab-grown ingredients will appeal the eco-cautious**

Figure 31: Select attitudes and behaviors toward ingredients, by age, July 2020

- **Asian adults seek natural but demand claims backed by science**

Figure 32: Select attitudes and behaviors toward ingredients, by race and Hispanic origin, July 2020

AWARENESS OF ACTIVE INGREDIENTS

- **Science benefits some ingredients, while controversy detracts others**

Figure 33: Awareness of active ingredients, July 2020

Figure 34: Correspondence analysis – principal map – awareness of active ingredients, July 2020

- **Methodology**

- **Women seek active ingredients more than men, rooted in familiarity**

Figure 35: Have heard of and look for select active ingredients, by gender, July 2020

- **Interest in active ingredients peaks in middle age**

Figure 36: Have heard of and look for select active ingredients, by age, July 2020

AWARENESS OF NATURAL INGREDIENTS

- **Natural ingredients benefit from easy recognition**

Figure 37: Awareness of natural ingredients, July 2020

Figure 38: Claudiana Beautanica's ingredient glossary

Figure 39: Correspondence analysis – principal map – awareness of natural ingredients, July 2020

- **Methodology**

- **Young adults seek natural ingredients**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 40: Have heard of and look for select natural ingredients, by age, July 2020

- **Natural ingredients are a must for Asian, Black and Hispanic adults**

Figure 41: Have heard of and look for select natural ingredients, by race and Hispanic origin, July 2020

SHOPPING BEHAVIORS

- **Adults want to be more informed in their BPC purchases**

Figure 42: Shopping behaviors, July 2020

- **Women are seeking ingredient transparency**

Figure 43: Instagram posts from Inkey List

Figure 44: Select shopping behaviors, by gender, July 2020

- **Elevated investment in research puts pressure on brands**

Figure 45: Select shopping behaviors, by age, July 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Consumer qualitative research**
- **Abbreviations and terms**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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