

Clean Beauty: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the clean beauty market.
- Affordable clean brands at mass retailers are poised to grow.
- Motivations and barriers to clean beauty.
- Importance of product claims/attributes.

The clean beauty movement is experiencing a moment of evolution. With the pandemic increasing the concerns consumers have around safety, demand for clean beauty products has seen growth, catapulting the once niche category right into the mainstream. Simultaneously, the pandemic has given rise to several "expert" beauty influencers, challenging claims seen throughout the clean landscape and further raising the bar on how brands need to communicate with consumers. As discussed in this Report, differing ideological beliefs and perceptions toward clean among key audiences in the beauty space demonstrate that there is no longer a one-size-fits-all approach to either providing a clean product or communicating about clean beauty. Brands playing in the clean beauty space need to address the increased expectations consumers have.

The future of clean beauty is going to be nuanced and complex. Expect brands to adjust their communication strategies and NPD to reflect the values and beliefs of their core audience. While usage of the term "clean" may evolve to reflect the changing landscape, the tenets that define clean (safety, sustainability, inclusivity and positive impact) will continue to grow and shape beauty into the long term.



"Consumers buy clean products because they believe they are safer than traditional products, have higher quality ingredients and are better for the environment. In light of the COVID-19 pandemic, consumers are looking for ways to protect their health and safety – increasing demand for clean beauty and personal care products."

– Clare Hennigan, Senior Beauty Analyst

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