

# Ingredient Trends in Beauty and Personal Care - US - 2021

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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
- How brands in the space are innovating offerings to stand out from the competition
- Resources consumers use to learn about the ingredients used in their BPC products
- Consumers' perceptions toward active ingredients and natural ingredients

Although everything is a chemical, including water, 40% of BPC users say they are confident in their knowledge of ingredients used in BPC products and look for products that are labeled "chemical-free."

Heightened concerns over health and safety due to today's ongoing pandemic will lead more consumers to demand that brands provide detailed information regarding ingredient sourcing and the production process to ensure products are clean, safe and healthy.

One of the challenges for category players is how to navigate the minefield of taboo ingredients in search of effective formulas deemed safe and eco-ethical by consumers.

As science and expert-backed claims become a more commonplace in the BPC industry, validating will become increasingly required in order to justify product positioning.



"Consumers expect brands to be transparent about ingredient sourcing and the production process to ensure products are safe. Brands that demonstrate their dependability, transparency and willingness to take action to ensure product efficacy and safety will see success."  
 – Olivia Guinaugh, Senior Beauty & Personal Care Analyst

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## Table of Contents

### OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**
- **Economic and other assumptions**
- **COVID-19: US context**

### EXECUTIVE SUMMARY

- **Top takeaways**
- **Impact of COVID-19 on beauty and personal care**  
Figure 1: Short-, medium- and long-term impact of COVID-19 on beauty and personal care, 2021
- **Opportunities and challenges**
- **Ensure ingredient information is easy to find and understand**
- **Make ingredient education fun with TikTok**
- **Link safe synthetics with sustainability and efficacy**
- **Address misleading claims to prevent ingredients from being demonized**

Figure 2: Select attitude toward ingredients, by select shopping behavior, 2021

- **Bring skincare-inspired ingredients into more functional categories**

Figure 3: US new bodycare launches with select AHAs and BHAs, 2017-21

- **The vegan movement is not going away any time soon**

Figure 4: Vegan claims in new select beauty and personal care product launches, 2018-21

### THE MARKET – KEY TAKEAWAYS

- **Consumers are becoming more engaged in ingredient research**
- **Expect major roadblocks from global supply chain issues**
- **Make ingredient education fun with TikTok**
- **Bioengineered ingredients are the future**

### BPC INGREDIENT RESEARCHERS BY THE NUMBERS

- **Consumers are becoming more engaged in ingredient research**

Figure 5: I don't research the ingredients used in these products, 2020-21

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## MARKET FACTORS

- **Expect major roadblocks from global supply chain issues**

## MARKET OPPORTUNITIES

- **Make ingredient education fun with TikTok**  
Figure 6: TikTok posted by Native, February 2021  
Figure 7: TikTok posted by Dr Shah, 2021
- **Bioengineered ingredients are the future**  
Figure 8: Instagram posts from Codex Beauty Labs, 2021

## COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Address misleading claims; vegan beauty is on the rise**
- **Bring skincare-inspired ingredients into more functional categories**

## COMPETITIVE STRATEGIES

- **Address misleading claims to prevent ingredients from being demonized**  
Figure 9: Select attitude toward ingredients, by select shopping behaviors, 2021  
Figure 10: Instagram post from DECIEM, 2021  
Figure 11: Instagram posts from Dr Shereene Idriss, 2021  
Figure 12: Instagram post from Codex Beauty Labs, 2021
- **Vegan beauty is on the rise**  
Figure 13: Vegan claims in new select beauty and personal care product launches, 2018-21  
Figure 14: Instagram post from The Body Shop, 2021
- **Bring skincare-inspired ingredients into more functional categories**
- **AHAs and BHAs are not reserved for just the face**  
Figure 15: US new bodycare launches with select AHAs and BHAs, 2017-21  
Figure 16: Instagram post about Kosås Chemistry AHA Serum Deodorant, 2021
- **Peptides expand into the haircare space**  
Figure 17: US haircare and skincare launches using peptides as an ingredient, 2016-20  
Figure 18: Instagram post about Monpure's Scalp Mask, 2020  
Figure 19: Instagram post about K18 Leave-in Molecular Repair Mask, 2020

## THE CONSUMER – KEY TAKEAWAYS

- **The value of online content will continue to grow**
- **Link ingredient efficacy with safety**

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Executive Summary

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- **Help consumers understand the benefits of lab-grown ingredients**
- **Capture adults' attention with well-established, science-backed ingredients**
- **Take advantage of superfoods and probiotics' association with health**
- **Prove product efficacy and safety to win BPC users' trust**

## RESOURCES FOR LEARNING ABOUT INGREDIENTS

- **The value of online BPC content will continue to grow**  
Figure 20: Resources for learning about ingredients, 2021
- **Young adults' reliance on social media and influencers continues to rise**  
Figure 21: Select resources for learning about ingredients, by age, 2021
- **Men take "shortcuts" when it comes to ingredient research**  
Figure 22: Select resources for learning about ingredients, 2021

## REASONS FOR RESEARCHING INGREDIENTS

- **Link ingredient efficacy with safety**  
Figure 23: Reasons for researching ingredients, 2021
- **Offer a higher level of transparency to win young adults' trust**  
Figure 24: Instagram posts from Cocokind, 2021
- **Focus on health to better reach mature audiences**  
Figure 25: Select reasons for researching ingredients, by age, 2021

## ATTITUDES AND BEHAVIORS TOWARD INGREDIENTS

- **Help consumers understand the benefits of lab-grown ingredients**
- **Keep up with the evolution of clean beauty**  
Figure 26: Attitudes and behaviors toward ingredients, 2021
- **More education on the benefits of lab-grown ingredients is needed**  
Figure 27: Select attitudes and behaviors toward BPC ingredients, by age, 2021
- **Appeal to research-driven women by offering more transparency**  
Figure 28: Instagram post from Evereden, 2021  
Figure 29: Select attitudes and behaviors toward ingredients, by gender, 2021

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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PERCEPTIONS OF ACTIVE INGREDIENTS

- Capture adults' attention with well-established, science-backed ingredients**  
 Figure 30: Perceptions of active ingredients, 2021
- Tap into the correlation between vitamin C and health associations**  
 Figure 31: Instagram post about La Roche-Posay's vitamin C serum, April 2020
- Age influences ingredient preferences**  
 Figure 32: Instagram posts about Pond's Rejuveness Skin Tightening Serum and Bliss's Disappearing Act products, 2021  
 Figure 33: Select attribute associated with select active ingredients – Something I look for in the products I purchase, by age, 2021

PERCEPTIONS OF NATURAL INGREDIENTS

- Natural ingredients benefit from easy recognition**  
 Figure 34: Perceptions of natural ingredients, 2021
- Take advantage of superfoods' and probiotics' association to health**  
 Figure 35: Instagram post from Gallinée, 2021
- Appeal to young adults by incorporating natural yet effective ingredients**  
 Figure 36: Select attribute associated with select natural ingredients – Something I look for in the products I purchase, by age, 2021
- Natural ingredients are a must for Black and Hispanic adults**  
 Figure 37: Select attribute associated with select natural ingredients – Something I look for in the products I purchase, by race and Hispanic origin, 2021

SHOPPING BEHAVIORS

- Prove product efficacy and safety to win BPC users' trust**  
 Figure 38: Shopping behaviors, 2021
- Focus on efficacy and sustainability, and avoid fear mongering**  
 Figure 39: Select shopping behaviors, by age, 2021
- Women demand more ingredient information from brands**  
 Figure 40: Select shopping behaviors, by gender, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

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