"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 (i.e., 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

DID YOU KNOW?

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

Overview

What you need to know
Definition

Executive Summary

The issues
Women aren't sold on natural ingredients
Figure 1: Select attitudes toward ingredients, July 2018
Younger consumers driving ingredient fear – regardless of evidence
Figure 2: Select attributes associated with mainstream ingredients – Something I avoid, by age, July 2018
Consumers are driven by efficacy over ingredients
Figure 3: Select behaviors toward ingredients, July 2018

The opportunities
Make ingredient research easier for all ages
Figure 4: Select resources for learning about ingredients, by age, July 2018
Collagen is the hero ingredient leading the way in ingredient education
Women closely associate natural ingredients with healthy
Figure 5: Correspondence analysis – Principal map – Natural ingredient perceptions, July 2018

What it means

The Market – What You Need to Know

Established categories lead in share, developing segments lead growth
Female beauty spend impacted by salon services
Beauty from within resonates with all ages

Market Breakdown

Most spending in color cosmetics and haircare
Figure 6: Share of sales in beauty market, by segment, 2018 (est)
Highest growth comes from results-driven category
Figure 7: Percent change in beauty sales, by segment, 2018 (est)

Market Perspective

Beauty purchases increased from 2017-18
Figure 8: Personal care purchases (skin, hair. makeup) – Bought in the last 3 months, Spring 2016-18

Market Factors

Vitamin and supplement trends influence ingredient trends in beauty
Figure 9: Usage of beauty supplements, females by age, June 2018
Larger mature population will shift brand focus
Figure 10: Female population by age, 2013-23

BUY THIS REPORT NOW
For easy to understand “hero” ingredients, look to supplements

Brands with a conscience will continue to thrive

Collagen illustrates the multiplicity of ingestible ingredients in beauty

Ingredient-focused brands will continue to grow

Cruelty free brands are gaining more traction

Clean beauty will go beyond ingredient safety

Women feel that natural ingredients are safer, which may be driven by ingredient confusion

Packaging is the leading source of ingredient information for women

Mainstream ingredients use an established history to their advantage

Black women key market for natural ingredients

Women want beauty products that deliver on benefits

Focusing on both ingredients and experiences hit a high note

Women want brands to be clearer about ingredient practices

Women agree that natural ingredients are safer

Age plays a role in ingredient perceptions

Black women drive interest in natural

More than half of women rely on product packaging for knowledge

Mature women rely on product packaging, younger go social

Black women trust ads over experts

Women use multiple sources for research

Attributes Associated with Mainstream Ingredients

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Health and efficacy influence mainstream ingredient understanding
  Figure 21: Attributes associated with mainstream ingredients, July 2018

Established mainstream ingredients attributed with efficacy
  Figure 22: Correspondence analysis – Principal map – Mainstream ingredient perceptions, July 2018

Methodology

Age determines the ingredients women look for
  Figure 23: Select attributes associated with mainstream ingredients – Something I look for, by age, July 2018

Younger women driving ingredient fear
  Figure 24: Select attributes associated with mainstream ingredients – Something I avoid, by age, July 2018

Black women gravitate towards brightening ingredients
  Figure 25: Select attributes associated with mainstream ingredients – Something I look for, by race and Hispanic origin, July 2018

Attributes Associated with Natural Ingredients

Natural ingredients are perceived as healthy
  Figure 26: Attributes associated with natural ingredients, July 2018

Natural seen as healthy, but some may not understand ingredient function
  Figure 27: Correspondence analysis – Principal map – Natural ingredient perceptions, July 2018

Methodology

18-44-year-olds drive interest in natural ingredients
  Figure 28: Attributes associated with natural ingredients, something I look for, by age, July 2018

Black women are a key market for natural
  Figure 29: Attributes associated with natural ingredients, something I look for, by race and Hispanic origin, July 2018

Behaviors toward Ingredients

One third of consumers use a mix of natural and mainstream
  Figure 30: Behaviors toward ingredients, July 2018

Women choose products with recognizable ingredients, but for different reasons
  Figure 31: Behaviors toward ingredients, by age, July 2018

Black women prioritize ingredient research
  Figure 32: Behaviors toward ingredients, by race and Hispanic origin, July 2018

Purchase Influencers

Women prioritize benefits over ingredients
  Figure 33: Purchase influencers, July 2018

Life stage determines interest in benefits
  Figure 34: Purchase influencers, by age, July 2018

Scent is an important purchase influencer among Black women
  Figure 35: Purchase influencers, by race and Hispanic origin, July 2018

Women want a balance of effective and natural
  Figure 36: TURF analysis – Beauty benefits, June 2018

Methodology
Ingredient Trends in Beauty - US - October 2018

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Appendix – Data Sources and Abbreviations

Consumer survey data
Consumer qualitative research
Abbreviations and terms
Abbreviations