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- Editorial/Article included in 3 newsletters,
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Must book at least 4 weeks before the magazine ad close date.
Material is due 2 weeks before the magazine ad close date.



THE BEAUTY 2020-2030 FORECAST

What 2019's results tell us about the next decade in beauty.

This report was prepared as part of the
GLOBAL COSMETIC INDUSTRY's annual
Beauty Intelligence Report. It provides
insight into the industry's future and
consumer behavior from both
significant demand and supply-side
perspectives. The report also
highlights the underlying drivers of the
market, and provides a forecast of the
market's growth over the next decade.
The report is a key resource for the
industry, providing insight into the
market's future and consumer behavior.

Key findings from the report include:
• The beauty industry is expected to
grow at a steady pace over the next
decade, with a CAGR of 3.5%.
• The market is expected to be driven
by a combination of factors, including
increasing disposable income, a growing
middle class, and a focus on self-care.
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CORONAVIRUS BEAUTY INTELLIGENCE



A recent report from Cosmetics Intelligence states that the coronavirus outbreak is likely to have a significant impact on the beauty industry. The report notes that the industry is expected to experience a decline in sales over the next few months, as consumers focus on their health and safety. However, the report also notes that the industry is expected to recover over the long term, as consumers return to their normal routines and the economy improves.

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GLOBAL COSMETIC INDUSTRY®
The Beauty Innovator's Resource

Ingredient Trends 2020-2021, Part 2
October 27, 2020 | Cosmetics Intelligence

Competitive beauty in particular color has been a leading trend for 2020.

UPDATE: Read part 1 here.

The future of beauty innovation will feature technologies drawn from the world's oceans, microbiome-friendly materials, clean and natural alternatives to conventional ingredients, and much more.

A recent report from Research and Markets' outlined several of the factors driving growth for beauty/personal care active ingredients. Notably, the market has witnessed a 30% increase in products made from plant-based extracts.

In addition, the anti-aging segment is expected to lead growth, expanding 6.5% through 2025, generating demand for well-aging technologies. The report has one caveat, however: consumer perception of ingredients can be negatively harmed if illegitimate claims are attributed to them. Marketers beware.

Meanwhile, the development and application of ingredient technology is being reshaped by trends that have emerged and the pandemic—many of which will set well beyond the end of the crisis. To illustrate, BASF Care Creations recently produced a capsule collection of seven formulations showing of the defense, pampering and preparative concepts consumers are seeking.

Addressing consumer safety, the Janssen's Jolly Handwash features a fun texture to provide "good fun" and safe removal of dirt and bacteria. With no harsh washing, baby-like, feel-good moisturization is critical and allows the whole family to enjoy maximum group fun while avoiding any dirt and bacteria. The In-Between Care Moisturizing Gel Lotion provides a moisturizing after feel for hand sanitizing between washes.

Protecting the skin remains important. BASF's Elemental Protection Facial Moisturizer can combat environmental damage by protecting and restoring skin. The Bionor Barrier Repair Skin provides hydration while protecting the microbiome and reducing the appearance of fine lines and wrinkles via a plumping effect. Finally, the Skin Care Lotion moisturizing to skin prevents absorption of PM2.5 particles and eucalyptus oil.

With hair care having a higher profile in 2020, BASF's Color Refreshing Cream Cleanser offers a once-a-week surfactant-free hair care formula for between washes. The formula whistles, detangles and conditions while protecting hair color. Meanwhile, the conditioning Saline the Soothe Shampoo controls sebum production and replenishes beneficial strains of microbes on the scalp.

Well-aging & Acne Fighting Inside Out

Saline has released the results of its first human clinical study on the anti-acne benefits of Lactiderm, the probiotic metabolite derived from its probiotic Lactiderm product. A second published study, in-vitro, reportedly demonstrated the anti-aging potential of this topical ingredient. The company has concluded that Lactiderm is appropriate for skin care applications.

The first study was conducted as a randomized, open-label, comparative study in 64 human volunteers with mild to moderate acne. The research reportedly demonstrated that efficacy of Lactiderm 2% w/w cream in reducing the severity of acne in human volunteers is as high as three days, with the effects comparable to topical products at 3%

Most Popular in Ingredients

- 1. Skin Care
- 2. Hair Care
- 3. Fragrance
- 4. Skincare
- 5. Skincare
- 6. Skincare
- 7. Skincare
- 8. Skincare
- 9. Skincare
- 10. Skincare

Sponsored

- 1. ClearScreen™, non-whitening mineral UV dispersions for anti-aging, high performance skin care and color cosmetics — Artimex, LLC
- 2. Lactiderm™, A novel postbiotic for skin care — Saline Cosmetics
- 3. Hemp Hemp Hemp Hemp — Hemp-Derived Natural Emulsifiers — Acme Handmade Co Inc
- 4. Reprovision through dermalytics: Clearing visible cells in the skin — Moleko AG Biochemistry

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