



2021 TRENDS IN SKINCARE

There has been a large change recently in the global beauty industry. In the last decade, more consumers have shifted their focus from the appearance of their skin to its health and well-being, creating steady declines in makeup sales while skincare products have been on the uptick. This trend, like many, was exacerbated by the COVID-19 pandemic, which saw consumers increasingly eschewing makeup - leading to an industry first as sales of skincare products surpassed sales in the makeup category. As consumers continue to focus their attention to skincare, the following trends are driving the direction of the industry.

TREND #1:

Growing Demand for Personalized Skincare

Gone are the days when skincare experts would recommend a simple routine to everyone. Everyone's skin is different and so they require a regimen that is more fitting to their needs, rather than what used to be a general approach from over-the-counter products. Skincare experts are now recommending a personalized set of products to consumers and companies are now targeting consumers more personally.

Neutrogena's Skin360 Face Scanner app identifies over two thousand facial attributes to recommend different products to their customers. Brands such as Vitruvi and The Buff use quizzes to assess a customer's current conditions and goals for skincare based on a guided self-assessment. Skincare brand Atolla uses a pH skin test to measure moisture level, oil percentages, UV exposure, and humidity levels to assess a client's need for their products. Skintelli's approach for personalized skincare offers epigenetic test to analyze the DNA methylation gene.

Skincare brands are seeking a competitive advantage in order to meet this trend effectively for consumers. As many continue to flock online, it will be critical for businesses to optimize the customer's experience in purchasing their personalized skincare products virtually, ensuring the process is as personal as the product.

A study found that the global market for personalized beauty is expected to increase from \$38 Billion to \$72 billion from 2019 to 2028.

SOURCE



TREND #2:

“Skinfluencers” Take Center Stage

With the increasing use of social media apps such as Facebook, Instagram, TikTok, and YouTube, there has also been a natural progression of skincare advertising on these channels, owed largely to their highly-visual nature.

As influencer marketing has grown in recent years, the skincare segment is particularly well-positioned in this trend. This is perhaps most clearly demonstrated by the explosive, TikTok-generated growth skincare brand CeraVe experienced this year with products selling out on shelves across the country after TikTok skincare influencers touted the brand’s efficacy. Customers follow and trust skincare and beauty influencers because they’re customers too.

In adapting ‘skinfluencers’ to your marketing approach, it’s critical that skincare brands closely pair the right influencers and collaborators to their core brand values and target customers. A large amount of followers may seem appealing but brands are better served partnering with collaborators that have a highly-engaged, dedicated following. Ensure that the content creator’s digital presence is one that complements your brand holistically, not just because they’re in the skincare space.

62% of women say they follow beauty influencer on social media.

SOURCE



TREND #3:

Creating Products That Are Both Skin- and Planet-Healthy

As with many industries, the environment impact of products, including ingredients, packaging, and transportation, has become a significant area of focus for skincare consumers. It was reported that in 2018, more than 120 billion units of packaging were produced – a number not lost on the growing environmental conscience of the modern consumer. Skincare consumers are also more closely analyzing ingredient labels with searches for “cruelty-free” and “natural ingredients” ranking highest in skincare searches.

Companies of every size and shape are seeking ways to demonstrably address consumers’ environmental concerns. Skincare giants like L’Oreal and Unilever have made pledges to creating environmentally-friendly products. In 2019, Aveda shifted to all vegan products, recycled packaging, and manufacturing using



wind-powered energy. And environmentally-founded Burt's Bees has a well-known no-waste manufacturing policy. Companies are also beginning to explore minimizing packaging or providing refillable packaging.

In order to effectively meet the more environmental demands of the new consumer, transparency will be key. This should go well beyond simple labeling processes and includes how your business sources ingredients and packaging, ships products, and addresses waste in the production process.

43% of consumers would pay more if packaging was environmentally friendly.

SOURCE



TREND #4:

Skincare Below the Surface

The modern consumer is savvy and able to access more information than ever before. Now understanding the intrinsic link between what they ingest and how it impacts their skin, the skincare industry is experiencing a natural trend to skincare products that consumers ingest and even inhale.

This new wave of products comes in dozens of forms from pills and capsules to gummies, drinks, and inhalable supplements. Some have become well-known staples for skincare enthusiasts, such as collagen peptides, which have experienced year over year growth, with further growth expected in the future. That said, the market will now see skincare consumers looking for products that bring additional value beyond that of collagen.

The beauty-from-within segment of skincare is poised for growth as we look toward the future. Consumers are increasingly seeking a more holistic approach to their overall wellness, including skincare. While ingestible beauty and skincare have existed for years, new waves of products and brands entering the market suggest an increased focus in the area. Some brands have ridden the CBD craze by fusing the touting miracle ingredient with their own products.

88% of skincare consumers agree that they can nourish their skin with the food they eat.

SOURCE



TREND #5:

DIY Skincare

The COVID-19 quarantine left many Americans taking up DIY projects around the house – but also on their skin. With much of the country stuck in their home, Americans took matters into their own hands, purchasing rollers, facial massagers, light therapy devices, and more in order to mimic their trips to spas and facialists.

Over the past few years, tools and technologies that used to be found only in the dermatologist's office have found their way into consumers hands. The merger of technology and skincare has been well-documented over the years but this year, exacerbated by COVID-19, consumers are increasingly seeking out new ways to care for their skin with the latest innovations. This segment of the industry isn't without its setbacks, however, as demonstrated by the shutdown of one of the first well-known skincare device brands Clarisonic. The closure was announced in September 2020 as L'Oreal, having acquiring Clarisonic in 2011, sought to focus on core business offerings. The consumer shift from products like Clarisonic's signature exfoliating device demonstrates a clear takeaway for brands looking to address this trend – understanding your consumers is paramount.

Businesses seeking to meet this trend must have the appropriate analytics capabilities embedded within the decision-making processes across all dimensions of their organization. Deriving insights directly from the data driven by consumer behavior will ultimately yield long-term, sustainable success.

Sales of facial toning devices over the past 6 months of 2020 have increased 150%

[SOURCE](#)



Addressing these skincare trends will require a wide array of skills and resources but sitting at the heart of all of it is a deep and intrinsic understanding of the consumer. As the disruption of 2020 has proven, consumer sentiments can shift rapidly, requiring businesses be nimble in their approach to how they operate. As we look forward to 2021, successful skincare brands will keep their consumer at the heart of each and every aspect of their business.

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