

A YEAR OF INNOVATION IN FACIAL SKINCARE, 2023

The ongoing cost-of-living crisis will drive private label NPD. Innovation is focusing on efficacy, skin health, all-in-one formulas and sustainability.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Facial Skincare

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: skin barrier, acid mantle and probiotic claims can expand

- Growth potential in holistic skin health claims
- Room for skin-health-related claims to grow
 - Graph 1: share of facial skincare launches with skin-health-related* claims, 2018-23
- Innovations appeal to consumer interest in skin health
- MAC skincare launch fortifies the skin barrier

Europe: stress the efficacy and quality of private label

- Opportunity for private label growth
- Private label options can expand across facial skincare subcategories
 - Graph 2: share of private label facial skincare launches, by sub-category, 2022-23
- Focus on lower prices to challenge branded launches
- Boots launches more-affordable menopause skincare range

The Middle East & Africa (MEA)

- Focus on eco packs, local and traditional ingredients

ASIA PACIFIC (APAC)

Asia: prestige brands can showcase their expertise to stand out

- Lead with efficacy to appeal to consumers
- Look beyond hydration and expand other beauty-enhancing claims
 - Graph 3: eye, face and neck care launches, by top 10 beauty-enhancing claims, 2018-19 vs 2022-23
- Prestige launches focus on efficacy
- The Lomb combines DIY with high product efficacy

Asia: help consumers streamline their routines with all-in-one formulas

- Innovate to meet interest in all-in-one skincare
- Niche and stagnant all-in-one claims can expand

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- Notable all-in-one innovation
- Shisedio targets Gen Z men with Sidekick brand

Australia & New Zealand (ANZ)

- Allergy-friendly, native ingredients and eco NPD stands out
- About Time We Met uses sandalwood as hero skincare ingredient

THE AMERICAS

North America: prove efficacy to build trust

- Stress efficacy to help consumers make informed purchases
- Spotlight formula potency to stand out in an established category
 - Graph 4: share of facial skincare launches, by top five beauty enhancing claims, 2018-19 vs 2022-23
- Prove efficacy in different ways
- Harness the power of AI engines to discover disruptive ingredients

North America: lab-grown ingredients are set for growth

- Focus on improving formula sustainability
- Elevate the spotlight on eco-friendly ingredients
 - Graph 5: facial skincare launches, by fastest-growing eco-friendly claims, 2018-19 vs 2022-23
- Lab-grown ingredients align with clean, safe and eco trends

Latin America: eco/ethical claims can expand further still

- Tap into fast-growing vegan and cruelty-free claims
- Showcase cruelty-free and vegan claims

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