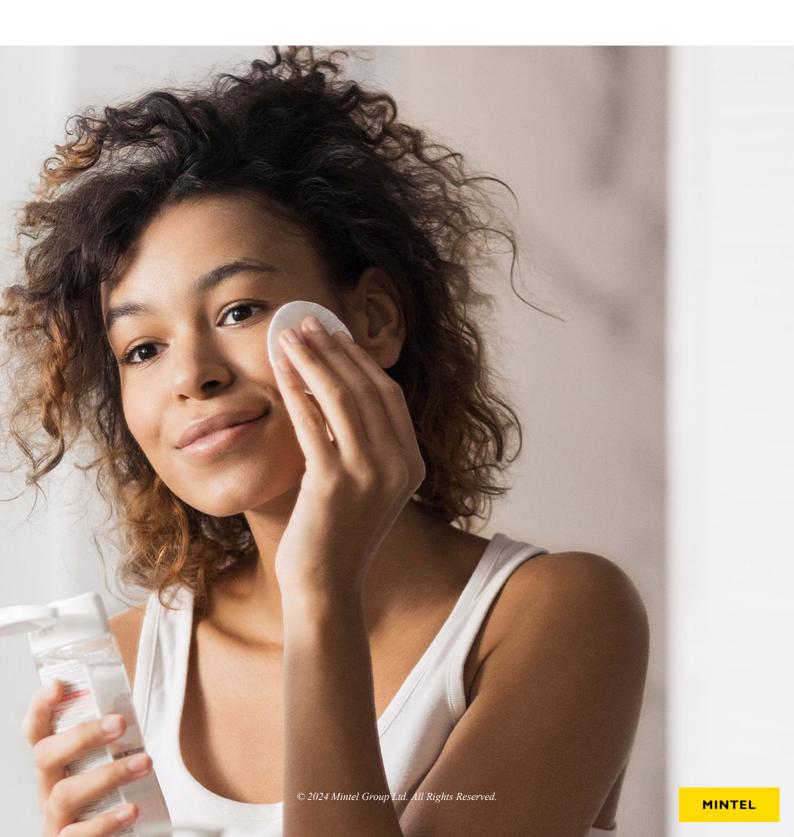
INGREDIENT TRENDS IN BEAUTY & PERSONAL CARE – US – 2023

Steady growth in ingredient interest and fluency bodes well for BPC while making ingredient narratives more competitive to speak to comfort, value, and efficacy.



Joan Li, Senior Analyst, Beauty and Personal Care



Ingredient Trends In Beauty & Personal Care - US - 2023

This report looks at the following areas:

- Impact of economic and climate-related factors on the BPC ingredient landscape
- Key challenges and opportunities in BPC that impact ingredient innovation and communication
- Consumer ingredient research, including information resources and research interests
- Consumer perceptions of select, trending and established natural and active ingredients
- Consumer expectations and challenges as they pertain to ingredient trends in BPC

Steady growth in ingredient interest and fluency bodes well for BPC while making ingredient narratives more competitive to speak to comfort, value, and efficacy.

Overview

Over half of BPC consumers research ingredients all or most of the time, indicating a steady growth of engagement and fluency that bodes well for NPD. Clear communication of ingredients beyond the ingredient list meets bare minimum expectations, while excitement around particular ingredients that address diversifying concerns can generate trial and recommendation.

On the other hand, demand and supply of new products have inundated the market with an overwhelming amount of ingredients and ingredient claims. At the end of their ingredient research journey, consumers simply want to know whether they will get the results they paid for. In a category where value and outcome take priority, investment in bio-engineered,

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climate-resilient formulations faces an uphill battle. But as evidence continues to prove out their long term cost-savings and efficacy, sustainable ingredient claims are expected to become a point of distinction that further bolster tried-and-true ingredients.

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Report Content

Key issues covered in this Report

Overview

EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- You saw it here first...
- Opportunities

THE MARKET

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- Re-invent tried-and-true favorites
- Reformulate for relevancy and customer loyalty
- Provide emotive solutions and mental health benefits through neurocosmetics
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- ...while skin conditions are the next phase of customized care

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- Resources have broadened toward digital channels
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- Main ingredients are the focal point of attention
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