Botanical alternatives to skincare actives and sustainable food-based botanicals can bring more choice and disruption to a saturated botanical skincare space.

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Report Content

• What you need to know
• At a glance

WHAT CONSUMERS WANT AND WHY
• Benefit from the positive reputation of botanicals
• Consider the sustainability of chosen botanicals

PRODUCT INNOVATION TRENDS
• Use AI to discover new ingredients
• Explore botanicals beyond skincare and haircare
  - Graph 1: share of beauty and personal care launches with botanical claims, by sub-category, 2018-19 vs 2022-23

THE PATENT LANDSCAPE
• Patent publication trends related to the use of botanicals in skincare
  - Graph 2: patents related to skincare broadly and those specifically on the use of botanicals in skincare, published each year, 2013-23
• South Korea and China are leading countries for patent grants related to botanical skincare ingredients
• South Korean beauty brands dominate granted patents for the use of botanicals in skincare
  - Graph 3: top 10 organisations with granted patent families for botanicals used in skincare, 2023

Replace familiar skincare actives with botanical alternatives
• Stress the non-irritating merits of retinol-like plants
• NPD points to retinol-like Bidens pilosa and Harungana
• Patents point to soybean/flaxseed as plant-based alternatives to retinol
• Address notable competition from hyaluronic acid
• Patents focus on botanicals’ ability to promote hyaluronic acid synthesis
• Consider the HA-like merits of Tremella and cassia
• Appeal to vegans and ethically minded consumers with botanical ‘collagen’
• Patents praise collagen-promoting Artemisia annua, camellia, magnolia etc

Be inspired by Mintel’s 2025 BPC Trend Gastronomia
• Look to food for the next go-to botanical
• Hone in on underused herbs/spices: basil and clove
• Powerhouse food staples to the rescue: okra

Patent insights: build on botanicals’ skincare merits
Patent insights: build on botanicals' skincare merits

• Powerhouse food staples to the rescue: cabbage
• Patents spotlight store-cupboard staples: okra and cabbage
• An array of food-based ingredients appear in beauty patents

Look to unusual botanicals and align with localism trends
• Focus on unique and locally sourced botanicals to drive sales
• Use indigenous ANZ botanicals: kawakawa oil
• Patents focus on locally sourced botanicals
• Covet the beauty benefits of prickly pear cactus
• Adaptogens are poised for a revival

KEY TAKEAWAYS
• Key takeaways

APPENDIX
• Research methodology
• Key botanical-related skincare patent examples
• Key botanical-related skincare patent examples
• Contribution
• Shape your future with Mintel bespoke patent analysis
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